PUBLIC ATTITUDES TOWARD B.C. HYDRO

A Research Report

for

B.C. HYDRO

Project #929057

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QUESTIONNAIRE

INTRODUCTION

I. PURPOSE

After careful discussion with personnel from B.C. Hydro, a research design was planned and implemented. The purpose of this study was twofold: to obtain updated measures on a series of issues which B.C. Hydro is tracking over time, and, to explore public reaction to a limited list of new issues.

The tracking component of this study updates results and findings from similar studies conducted in February 1988, January 1989 and January 1990. The composition of the samples used in the first two of these waves differ slightly from that used in the second two waves. For this reason, comparison of provincial data over time has largely been limited to the last wave. However, for the purpose of provincial tracking opinions and attitudes over time, this report compares findings for each of these waves in the greater Vancouver area where applicable.

The ongoing objective of this tracking study is to conduct research and analysis into public expectations with respect to planning British Columbia's power system for the future. More specifically, the objectives include:

* to provide B.C. Hydro management with an understanding of how British Columbia residents view B.C. Hydro
* to focus on the customers' view of the quality of service provided by B.C. Hydro and on the components of service which are most important to the customer
* to provide attitudinal data reflecting B.C. Hydro's customers' views on energy and electricity planning

* to determine public awareness and acceptability of demand / supply options as well as the factors that contribute to these perceptions

* to determine the extent to which corporate performance is consistent with the needs and expectations of B.C. Hydro's consumers.

II. METHODOLOGY

For this study, approximately six hundred (600) interviews were conducted among the adult public in the province. The sample is a province wide random sample which was designed to sample a minimum number of residents in each of B.C. Hydro's operating regions. The data for this sample was weighted in the computer analysis to properly reflect the relative overall population contribution of each region. Results of a sample of this size are statistically reliable to within plus or minus 4% nineteen times out of twenty.

Interviews were conducted on a personal, in home, face to face basis. Personal interviewing permits the interviewer to assess respondent reactions and to challenge any conflicting responses expressed. It permits the establishment of an interviewer-interviewee rapport which can lessen the burden and fatigue of a lengthy interview. Finally, the personal interview contributes to the quality of the data collected.

Interviewers in each market were carefully instructed about sampling procedures and interviewing techniques. They were made fully aware of the implications of their work and the possible pitfalls to be avoided in the varying techniques of the research design.

Respondents were chosen to be interviewed by using random starting points throughout each of the sampling areas designated for the study, and a random selection method for selecting households and household members within households.

Interviewing for this, the latest, wave of the study was conducted during the month of June of this year.

III. TABULAR RESULTS

The tabular results shown in the computer printout are based on the following actual and weighted sample sizes.

	Actual Sample Size	Weighted Sample Size
TOTAL	600	600
REGION		
Vancouver	224	348
Vancouver Island	125	150
Northern Interior	126	42
Southern Interior	125	60
CONSERVATION ORIENTATION		
Strong (self rating of 8, 9, or 10 on a 10 point scale)	275	278
Moderate (5, 6, 7)	170	179
Weak (1, 2, 3, 4)	155	143
HYDRO IMAGE		
Favourable	553	553
Unfavourable	47	47
GENDER		
Male	285	283
Female	315	317
Working female	156	165

	Actual Sample Size	Weighted Sample Size
RESIDENCE		
Rent	181	197
Own	377	343
AGE		
Under 35	192	196
35 - 54	245	253
55 or over	161	148
INCOME		
Under $20,000	110	91
$20,000 - $34,999	165	156
$35,000 or over	241	259
EDUCATION		
No post secondary education	318	294
Some post secondary education	279	302
B.C.'S PERCEIVED GENERATING CAPACITY		
Has more than it needs	252	255
Has about the right amount/ less than it needs	271	270
MOST IMPORTANT CONSIDERATION IN PLANNING FOR ELECTRICITY NEEDS		
Keep rates low	175	160
Ensure adequate supply	150	152
Minimize pollution	154	163
Encourage wise and efficient use	119	122
AWARENESS OF B.C. HYDRO'S CONSERVATION EFFORTS		
Yes	554	553
No	46	47
HOUSEHOLD SIZE		
One	60	54
Two	199	176
Three or more	340	369

OVERVIEW SUMMARY

I. THE PUBLIC MOOD ON CONSERVATION AND ELECTRICITY USAGE

Most Expect That B.C.'s Electricity Requirements In The Next Five Years Will Be Greater

- Overall, eight in ten (82%) British Columbians indicated that they expect electricity requirements to be at least somewhat greater in the next five years, and this belief is strengthening (+3% since 1991). Three in ten (32%) expect electricity requirements to be much greater.

Over The Past Three Years, There Has Been No Change In Reported Sensitivity To Usage Of Electricity

- Using a one to ten scale to rate themselves on how much attention they pay to the amount of electricity they use, British Columbians continue to be segmented in the same proportions into the following groups: weak conservers (12%), moderate conservers (42%) and strong conservers (46%).

Awareness Of B.C. Hydro's Efforts To Encourage The Wise Use Of Electricity At Home Is Strengthening

- The vast majority (92%) of British Columbians are aware of B.C. Hydro's efforts to encourage the wise use of electricity at home, and incidence of awareness of these efforts have strengthened in the past year (+9%).

- Among the reasons elicited for why B.C. Hydro is encouraging conservation, British Columbians are more likely this year than in 1991 to believe that Hydro is worried about running out of electricity and that Hydro wants to delay the time when it has to build a new dam.

II. B.C. HYDRO'S PUBLIC IMAGE

The Vast Majority Of British Columbians Have A Favourable Impression Of B. C. Hydro, Primarily Because It Has Provided Reliable, Responsive Service

- The overall impression of B.C. Hydro has been stable for the past three tracking waves, with 92% reporting a very favourable (31%) or somewhat favourable (61%) impression of B.C. Hydro.

- Fundamental to British Columbians having a favourable impression are reliable power supply, with few power outages and, in cases of power outages, responsive, fast service.

Rates Continue To Cause The Strongest Dissatisfaction

- Once again, rates is the issue with which British Columbians report the strongest dissatisfaction. Four in ten (38%) British Columbians consistently, over the past three years, mention electricity rates (45% in the Northern Interior) when asked what is the one thing disliked most about B.C. Hydro.

British Columbians' Relationship With B.C. Hydro Is Very Stable

- Most British Columbians (90%) say their impression of B.C. Hydro has remained the same over the past twelve months, rather than changed for the better (5%) or worse (5%). Together with an overall favourable image which has consistently been reported, this means that British Columbians are feeling that their relationship with B.C. Hydro is very stable.

- Presented with eleven different descriptive phrases and asked to indicate the extent to which each phrase accurately describes B.C. Hydro, the portrait that emerges is as follows:

  * B.C. Hydro is rated most strongly for its efforts in promoting energy efficiency (Index rating of 76) and informing customers on how to keep the cost of their electricity bill down (74), as well as being a provider of reliable electricity supply (71).

  * It is rated moderately for doing a good job of forecasting future power needs (62), being open and honest with the public about its operations (61), its position as a world leader in its field (58) and for providing good value for the price charged for electricity (56).

  * B.C. Hydro is less likely to be perceived as being hampered by government intervention or interference (46) or arrogant in the way it treats customers (32).

- With regard to their efforts concerning conservation or using electricity efficiently, British Columbians agree most strongly that B.C. Hydro 'should prepare material which could be used in schools to explain to children why conserving electricity is a good thing' (Index of Agreement 88).

- British Columbians also tend to feel, although somewhat less strongly, that...

  * B.C. Hydro has yet to explain to the people of the province why they need a major new dam (Index 73).

  * I never think about the possibility of B.C. Hydro running short of electricity. I assume there will always be enough electricity (Index 61).

  * B.C. Hydro is promoting the efficient use of electricity primarily because it wants to delay the time when a new generating station will need to be built (Index 59). The Index of ageement has strengthened over the past year for this measure (+8).

B.C. Hydro Is Compared Favourably With Other Services

- British Columbians tend to rate the quality of service they receive from B.C. Hydro as comparable with that received from the local gas company and B.C. Telephone, and considerably higher than from Canada Post. This is another measure with which British Columbians rate B.C. Hydro consistently favourably.

While B.C. Hydro Performs Well For Providing Reliable Supply, Satisfaction Levels Have Slipped On Some Measures

- To illustrate British Columbians' perceptions of Hydro's performance in the area of customer service, respondents were asked to rate their level of satisfaction with a number of service variables. It should be pointed out that, while reliable supply is the priority issue and B.C. Hydro performs well for satisfying British Columbians' key expectations, there has been a slip in the following measures which, if they continue to decline, will be reflected in the overall impression the population has of their province's electric utility.

  * B.C. Hydro is operating with the best interests of British Columbia in mind (Index of Satisfaction down from 70 to 63)

  * Encouraging public and customer input in decision-making (from 61 to 50)

  * Keeping electricity rates reasonable (from 59 to 52).

- Last year, importance ratings were recorded for fourteen components of service. With the belief that the importance levels should remain consistent from one year to the next, and in order to allow for additional components of service to be measured, this year, importance levels were not collected but are used in this report as reference.

The Performance Gap Continues To Be Largest For Keeping Electricity Rates Reasonable, And Is Widening

- The gap between importance and satisfaction not only continues to be largest in the following areas, directionally the gap appears to be widening:

  * keeping electricity rates reasonable (Gap: -33)
  * encouraging public and customer input in decision-making (-25)
  * carrying out all its operations in an environmentally responsible way (-24)
  * showing leadership in environmentally responsible practices (-22)
  * operating with the best interest of the British Columbia public in mind (-21)
  * keeping you informed about B.C. Hydro activities in your local area (-21)
  * being a good corporate citizen (-18).

III. ATTITUDES TOWARD RATES

Attitudes Toward Rates Have Changed On Several Fronts

- While the majority of British Columbians believe current electricity rates are at least somewhat reasonable (65%), a substantial minority do not agree. One in three (35%) say rates are at least somewhat unreasonable. Compared with last year, though, fewer are likely to believe rates are unreasonable (43% in 1991 versus 35% today).

- The research indicates that at least one in five British Columbians believe that electricity rates in British Columbia are a lot or somewhat higher than rates in the states of Washington and California (23% respectively) and the provinces of Ontario (22%) and Alberta (21%). British Columbians were much more likely last year to believe that rates in their province were higher than in Alberta, California or Washington than they do today.

- British Columbians are less likely this year to prefer that all consumers pay the same rate regardless of the amount of electricity they use (from 50% in 1991 to 27% today). Instead, they are more inclined to prefer that those who use a greater than average amount of electricity be charged a higher rate (from 47% in 1991 to 68% today).

Rates Should Not Be Used As An Instrument To Encourage Conservation

- The majority of British Columbians (91%) do not believe electricity rates should be increased in order to encourage people to use electricity more efficiently and wisely. In addition, when asked what percentage would they be willing to have their electricity bill increase by in order to allow Hydro to offer financial incentives to consumers to use electricity efficiently, three in four (75%) indicated they would not be willing to pay anything more.

However, The Likelihood Of Saving Money By Conserving Electricity Is Potentially An Attractive Offer Which Can Be Made To Electricity Users

- The majority of British Columbians (76%) do believe that if they were to use electricity efficiently, they would be very (28%) or somewhat (48%) likely to save money on their electricity bill.

The Bill Is Currently Not Effective In Encouraging Conservation

- Many people (42%) admit they do not understand how their electricity bill is calculated. When given three different options for how the bill is calculated, responses are split three ways, reflecting their guesses in attempting to solve this mystery. If conservation is the goal, then the bill and its calculation may be an area for opportunity in encouraging efficient use.

- Since B.C. residents are confused about how their electricity bill is calculated, it is not surprising that 57% would respond that the current method of calculation does not encourage them to conserve electricity. And slightly more (63%) do not believe the current method of calculating a user's electricity bill encourages others to conserve electricity.

Proposed New Rate Structure Is Supported By Six In Ten British Columbians, But Is Unlikely To Change Electricity Usage Behaviour

- A minority (16%) of British Columbians claim to have read or heard something about a proposal from B.C. Hydro to redesign residential customer rates.

- Incidence of support for the change to a flat rate structure is reported by six in ten (60%) British Columbians. However, four in ten (40%) oppose this rate structure, with 21% who strongly oppose. Those who support the flat rate structure are most likely to believe it will encourage people to conserve electricity, that it is a fairer system because you pay for what you use. Those who oppose the change to a flat rate structure are most likely to believe heavier users should pay more and that electricity will be more expensive.

- Less than one in two (45%) British Columbians indicate that they believe the proposed method of calculating the monthly bill would give them more incentive to conserve electricity than the current method. About the same proportion (44%) say this calculation method would have no impact on them, that is, there would be no more or less incentive to conserve (31%) or they don't know (5%) what the effect would be.

- The majority (77%) would not expect their level of personal use to change if Hydro changes to the proposed new method of calculating a monthly electricity bill.

IV. FOCUS ON ENSURING SUPPLY

Because B.C. Residents Believe That There Is A Sufficient Supply Of Electricity, They Do Not Support The Construction Of New Generating Facilities

- The consensus is that B.C. Hydro has at least as much electricity generating capacity as it needs. In fact, four in ten (43%) British Columbians believe that B.C. Hydro has more electricity generating capacity than it needs.

- In terms of planning for B.C.'s future electricity needs and given two options, the preference of the vast majority of British Columbians is that B.C. Hydro should encourage efficient use (87%) rather than construct new generating facilities (12%).

- If B.C. Hydro had to choose between building a dam and building a new natural gas burning generating station, the research indicates that British Columbians would be divided as to which of the two options they would prefer (47% and 51% respectively). When asked whether they believe that burning natural gas to generate electricity is a waste of natural gas or not, British Columbians were divided (44% said 'yes', 54% said 'no') as to whether or not this is a waste of natural resource.

Given Four Options In Planning British Columbia's Future Electricity Needs, Each Is Ranked With Equal Importance

- None of the following options - minimizing pollution or the negative effects on the environment, keeping electricity rates as low as possible, ensuring there will always be an adequate supply of electricity, and encouraging efficient use of electricity - surfaces as particularly more important than the others, although encouraging conservation may be of slightly less importance than the other options.

V. THE ISSUE OF THE EXPORT OF POWER

Most Believe A Moderate Amount Of Electricity Is Exported To The U.S. From B.C., And More Oppose Than Support This Activity

- Consistent with previous data, nearly three in four (73%) British Columbians believe B.C. exports at least a moderate amount of electricity to the United States (27% say 'a great deal' of electricity is exported).

- While opinion on whether or not B.C. should export electricity to the U.S. is divided, more oppose (58%) than support (42%) this activity. Opposition has been strengthening over the past three years (50% in 1990, 54% in 1991, 58% in 1992). Those opposed to the export of electricity to the U.S. tend to cite as their reasons their concern that B.C. will not have enough electricity for its own consumers as a result of the exports (33% of those opposed) and their belief that Canada and/or the province should hold on to its resources for their own use (31%).

Most Support The Export Of Excess Electricity That Would Still Be Available If Needed

- When asked specifically if they approve of the exportation of only excess electricity that would be available to B.C. when needed, clearly imposing these conditions on the export of electricity from the province would address much public concern about these exports because the level of support increases from 42% without this condition to 68% with this condition.

There Is Very Little Support For Construction Of Electricity Generating Facilities Whose Output Would Go To The U.S.

- Support for exporting power drops dramatically to 16% and opposition increases to 83% when the question is changed to ask whether respondents support or oppose the construction of new electricity generating facilities whose entire output will be exported to the United States. It should be noted that the level of strong opposition (64%) is strengthening (up 20% from 1990).

Support For Believing It Is A Good Thing To Build For Export Now And Domestic Use Later Is Waning

- In testing the argument that it is a good thing to build new generating stations now rather than waiting until they are needed, because it is cheaper to build them now and their power can be exported to the U.S. until it is needed in B.C., seven in ten B.C. residents (69%) are not convinced. Instead they believe that new stations should not be built until the electricity is needed in B.C.

VI. B.C. HYDRO AND THE ENVIRONMENT

Six In Ten Are Satisfied With The Quality Of The Environment In B.C., But One In Two Overall Believe It Has Gotten Worse

- Reported incidence of satisfaction with the quality of the environment in B.C. has been maintained over the past year (60%).

- When asked to compare the quality of the environment currently with that of five years ago, one in two (52%) British Columbians indicate they believe the quality of the environment has gotten worse. The proportion of those who believe the environment has gotten worse has increased over the past year (from 42% to 52%).

- While more British Columbians indicate they are satisfied (46%) than dissatisfied (14%) with B.C. Hydro's actions to protect the environment, about four in ten (38%) take a neutral position. In addition, satisfaction with B.C. Hydro's actions to protect the environment has weakened slightly in the past year (down 8%).

When Asked Directly, British Columbians Agree That Power Smart Is An Environmental Program

- Those who claim to be aware of the Power Smart program (90% of respondents when asked directly) were asked whether or not they consider the Power Smart program to be an environmental program. Most (68%) of those aware of Power Smart said they do consider it to be an environmental program.

Leadership Is Expected From B.C. Hydro In Terms Of Its Conduct On The Subject Of Environmental Issues

- Consistently over the past three years, most British Columbians (75%) believe that B.C. Hydro should not simply comply with existing regulations to protect the environment, but should instead play a leadership role by setting an example for others to follow in its approach to the environment.

Fewer Than One In Two British Columbians Would Be Willing To Pay More For Electricity To Reduce The Impact On The Environment Of Existing Dams And Power Stations

- While one in two (53%) report they would be unwilling to pay more on their electricity bill to allow B.C. Hydro to reduce the impact on the environment of existing dams and power stations which generate electricity, 45% would be willing to pay more (3.7%, or $4.30 per month on average).

Concern About The Negative Effects Of EMF Is Strengthening

- When asked if they have heard or read anything in the past year about the possible health or environmental effects of electric and magnetic fields, slightly more claim to have heard or read something (55%) than have not (45%). The majority of British Columbians are more likely to indicate they are not familiar (64%) than they are familiar (36%) with the various arguments which have been made concerning electric and magnetic fields.

- Six in ten (62%) indicate they believe that high voltage transmission lines have a detrimental effect on the health of the people living or working near them. This incidence level has strengthened slightly since 1991 (+4%), but considerably since 1990 (+16%) among British Columbians overall.

- When questioned on an unaided basis about the specific detrimental effects of transmission lines on the health of people living or working near them, the risk of sickness, especially cancer, is the effect which comes most to mind. And compared with last year, British Columbians are more likely to be able to cite something specifically as a negative effect associated with transmission lines on people living or working near them.

- The research indicates that half (53%) of all British Columbians consider the health effect of high voltage transmission lines to be at least a somewhat serious threat (15% consider it to be a very serious threat).

- British Columbians are more likely to believe that smaller power lines pose a health threat to people living or working near them (20%) than that cords and wires in household appliances pose a threat to the health of those using them (14%). But the vast majority do not perceive any threat from these sources at all.

VII. B.C. HYDRO'S PUBLIC INFORMATION PROGRAM

Awareness Of B.C. Hydro's Public Information Program Is Strong

- Two in three (65%) British Columbians claim to know that B.C. Hydro provides information to the public about its operations, services and programs.

- Asked, unaided, what type of information they would be interested in receiving from B.C. Hydro, at least one in five British Columbians would like to receive information on the following subject areas which tend to parallel people's major concerns about Hydro and its operations:

    * environmental protection policies or programs (28%)
    * future plans/forecasting (21%)
    * rates (20%)
    * conservation of electricity/conservation tips (20%)
    * energy efficiency (19%).

VIII. OTHER ISSUES

Only Three In Ten Believe Construction Of A New Dam Is Inevitable

- In order to explore people's feelings concerning the inevitability of construction of a major new dam for generating electricity, respondents were asked: "In your opinion, is a major new dam for generating electricity inevitable by the year 2000, or do you think that B.C. Hydro has a supply of electricity which is sufficient into the foreseeable future?".

- British Columbians are much more likely to believe that the province's supply of electricity is sufficient into the future (66%) than they are to believe that the construction of a new dam is inevitable (31%). And the belief that the province's supply is sufficient into the future is strengthening (46% in 1990, 58% in 1991, 66% today).

Few Are Aware Of Any Environmental Problems Associated With Port Moody Generating Station

- Two in three people in the Lower Mainland area of B.C. (62%) report they are not aware of the existence of the Port Moody generating station. And very few (8% overall) claim to be aware of any environmental problems associated with the generating station.

Among Those Who Have Perceived A Change, The Number Of Power Failures Or Blackouts Is Believed To Be Decreasing And The Length Of Time The Power Is Off Is Decreasing

- Among British Columbians who have perceived a change in the number of power failures or blackouts in the past year, more are likely to believe they have decreased (16%) rather than increased (6%). And the length of time power is off is more likely to be reported as decreased (17%) rather than increased (5%).

- The number of power failures or blackouts experienced in the past year and their duration are not likely to reflect on the job B.C. Hydro is doing (93% feel these issues do not reflect on the job Hydro is doing).

Power Surges Or Fluctuations Have Been Experienced By One In Ten

- One in ten British Columbians (11%) claim to have experienced power surges or fluctuations which caused their home computer or electrical appliances to malfunction.

One In Two Believe Property Owners Should Be Held Financially Responsible For Power Outages Caused By Falling Branches

- Asked if property owners with trees on their property should be held financially responsible for power outages caused by branches falling off their trees, the research indicates British Columbians continue to be about equally divided (52% say yes, 48% say no).

CONCLUSIONS AND RECOMMENDATIONS

1. Sensitivity about electricity usage, and consequently interest in electricity conservation, has softened somewhat in the past year and gone back to 1990 levels. In fact, in Vancouver, interest in conservation has fallen back to 1989 levels. This decline in interest in electricity conservation is also occurring elsewhere in North America.

2. In spite of this decline in the percentage of people who say they are strong conservers of electricity, awareness of B.C. Hydro's efforts to encourage the wise use of electricity at home has risen to 92% - a higher percentage than any other utility for which Goldfarb Consultants does this type of research. B.C. Hydro should be very proud of this achievement.

3. Consumers believe that B.C. Hydro is encouraging people to conserve electricity for two groups of reasons:

   - to help customers reduce the size/amount of their electricity bill;
   - for supply-related reasons, including delaying building a dam, helping the environment, and concern about running out.

   Thus the promotion of electricity conservation generates the same two messages in British Columbia as it generates in other jurisdictions: a message of the utility being concerned about the amount of its supply, and a message that the utility wants to help its customers control their electricity costs.

4. B.C. Hydro continues to have an extremely strong corporate image, sustained by its reputation for reliable service and quick repair of outages. B.C. Hydro should be proud of its strong image for supply reliability and customer service.

   In fact, twice as many consumers think that the number of power failures has decreased in the past year than think the number has increased. This is excellent trend data. Similarly, the average length of time of a blackout is perceived to be decreasing.

5. As is true about electric utilities everywhere in North America, the one thing most disliked about B.C. Hydro is its rates. However, B.C. Hydro's efforts at telling its customers how to use electricity efficiently, and thus how to control the size of their electricity bill, are gaining some distance to softening the impact which high rates could have on B.C. Hydro's image. Thus Power Smart is helping to soften opposition to the one negative aspect of B.C. Hydro's image.

6. B.C. Hydro continues to provide a high quality of service on almost all service attributes with the exception of keeping rates reasonable, encouraging public and customer input in decision-making, and being a good environmental corporate citizen. In each of these three areas, the gap between expected/deserved performance and actual performance has increased steadily for each of the past three years. These are the three areas on which B.C. Hydro should focus its efforts.

7. There continues to be very strong support in British Columbia, and in other provinces, for the provincial electric utility preparing material which will teach the ethic or value of electricity conservation/of using electricity efficiently to school aged children. Teaching the next generation of British Columbians the value of electricity conservation should be a top priority of B.C. Hydro.

8. The difficulty of dealing with the rate issue can be seen from the fact that consumers believe that they have far more control over the amount of electricity they use in their household than over the dollar amount of their household's electricity bill. Since studies done for several North American utilities has shown that controlling the size of their electricity bill is the prime motivator of conservation behaviour, the belief that conservation behaviour will not be rewarded with significantly lower electricity bills has the propensity to reduce participation in demand management programs.

9. It would be highly desirable if B.C. Hydro could find a way of rewarding people who consume electricity by having their behaviour reflect in a noticeable impact on their bill. Consumers want market signals introduced into the rate structure.

10. Yet consumers do not want electricity rates to be increased in order to encourage people to use electricity more wisely. They want conservation behaviour to be driven by a reward, not a penalty, system.

11. While nearly 60% of consumers say that they know how their electricity bill is calculated, when they are asked which of three descriptions most accurately describes how their bill is calculated, only one third of respondents are able to correctly select the current actual structure.

    Thus, confusion over the way in which an electricity bill is calculated leads 60% of consumers to say that the current rate structure does not encourage them to use electricity wisely.

    Again, we see the need for a rate structure which consumers believe will reward them with lower bills if they reduce the amount of electricity they use.

12. Only one in seven respondents has heard anything about a proposal from B.C. Hydro to redesign residential customer electricity rates. While 60% support a change to a flat rate structure, the two primary reasons given by the 40% who oppose such a structure are that it will increase their bill and that it will not sufficiently penalize those who use too much electricity (and conversely not adequately reward those who use less electricity).

13. There has been almost no change in the past three years in the corporate priorities which consumers believe B.C. Hydro ought to have. These priorities continue to be:

    - ensuring adequate future supply
    - being a good environmental corporate citizen
    - keeping rates down
    - encouraging consumers to use electricity efficiently.

14. Consumers strongly prefer the promotion of wise/efficient electricity use to the construction of new generating facilities. However, if new generating facilities have to be built, consumers are almost evenly divided between building a dam and building a natural gas burning generating station.

15. British Columbians continue to believe that B.C. Hydro exports a lot of electricity (more than a quarter of its commercial production) to the United States. They more oppose than favour this export because it increases the risk of British Columbia running short of electricity it needs for itself, and a belief that Canadian resources should stay in Canada (essentially a Canadian nationalism position).

16. British Columbians continue to support, by a margin of better than two-to-one, the exportation of excess electricity to the U.S. <u>provided</u> that it would be available for use in B.C. whenever it was needed.

17. There continues to be <u>extremely</u> strong opposition (more than 80% of consumers) to the construction of <u>new</u> facilities exclusively for the purpose of exporting power to the U.S. As previous studies have shown, persuading the public to accept the construction of such facilities would be an extremely difficult, perhaps impossible, task, because British Columbians want <u>no</u> new generating facilities built until the electricity from these facilities is needed in the province.

18. Increasingly, British Columbians believe that the quality of the environment in B.C. has gotten worse in the past five years. However, consumers remain moderately satisfied with B.C. Hydro's action to protect the environment.

    B.C. Hydro needs to continue to link, in the mind of the consumer, the environment and demand management through Power Smart.

19. The major environmental problems associated with B.C. Hydro relate to Hydro dams and toxic chemicals (PCBs and herbicides). B.C. Hydro gets a passing grade, but not an outstanding grade, in the handling of these problems. This should be of some concern to the utility, because consumers expect B.C. Hydro to play a leadership role in its handling of environmental issues rather than merely meeting formal environmental regulations.

20. In spite of the high level of concern about the environment in British Columbia, the level of concern about the current level of rates is such that consumers are willing to pay only a little extra in electricity rates in order to enable B.C. Hydro to be a better environmental corporate citizen. Thus it would be a mistake for B.C. Hydro to try and position a rate increase as being done for environmental reasons.

21. Slightly more than half of consumers have heard something about EMF, but substantially fewer say that they have any real familiarity or detailed knowledge about the issue. In spite of this lack of knowledge, there continues to be a steady increase in the percentage of consumers who believe that high voltage transmission levels have a detrimental effect on the health of people living or working near them. In fact, this percentage has increased from 46% in 1990 to 62% in 1992 (an increase of one-third in two years).

22. Consumers are clear that, in their mind, it is high voltage transmission lines, not distribution lines or cords and wires associated with household appliances, which pose a threat to the health of British Columbians.

23. The EMF issue is the most rapidly growing B.C. Hydro issue. It is an issue on which B.C. Hydro (and all other electric utilities in Canada) need to develop a communications strategy. EMF has the potential to develop, over the next decade, into as serious an environmental/health issue as acid rain.

24. The percentage of British Columbians who continue to believe that the province has a sufficient supply of electricity into the future (and hence that a new dam is <u>not</u> inevitable) continues to increase. This percentage has risen from 46% in 1990 to 66% in 1992 (an increase of 43% in two years). Clearly, it will take a lot of persuading to convince the people of the province that <u>any</u> new generating station is needed.

DETAILED FINDINGS

SECTION ONE

THE ENERGY OUTLOOK

EXPECTED ELECTRICITY REQUIREMENTS FOR BRITISH COLUMBIA IN THE NEXT FIVE YEARS

- Overall, eight in ten (82%) British Columbians indicate that they expect electricity requirements to be at least somewhat greater in the next five years. Three in ten (32%) expect electricity requirements to be much greater.

Expected Electricity Requirements For B.C. In The Next Five Years	% of British Columbians				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
Much greater	32	38	28	18	17
Somewhat greater	50	44	58	51	59
About the same	13	13	7	23	20
Somewhat less	4	4	2	3	3
Much less	1	-	2	2	1
Base:	*600*	*224*	*125*	*126*	*125*

- British Columbians expectations have strengthened slightly (+3% since 1991) that the province's electricity requirements will increase by a significant amount over the next five years.

Expected Electricity Requirements For B.C. In The Next Five Years	% of British Columbians		
	Jan. 1990	June 1991	April 1992
Much greater	30	33	32
Somewhat greater	49	46	50
About the same	16	15	13
Somewhat less	3	4	4
Much less	-	1	1
Base:	*600*	*601*	*600*

- Over the past five tracking waves, at least three in four Vancouver residents expect that the provinces' electricity requirements will increase in the next five years.

Expected Electricity Requirements For B.C. In The Next Five Years	% of Vancouver residents				
	Feb. 1988	Jan. 1989	Jan. 1990	June 1991	Apr. 1992
Much greater	32	41	29	38	33
Somewhat greater	43	42	47	46	44
About the same	19	10	18	11	13
Somewhat less	4	3	3	3	4
Much less	1	1	-	1	-
Base:	*250*	*275*	*225*	*224*	*224*

SECTION TWO

ATTITUDES TOWARD AND INVOLVEMENT IN CONSERVATION

ELECTRICITY CONSERVATION ORIENTATION

- In order to evaluate electricity conservation orientation, respondents were asked to think about their lifestyle and the way they use electricity. Then they were asked to rate themselves on a one to ten scale, where a rating of one means they do not pay much attention to the amount of electricity they use, and a rating of ten means they pay very close attention to trying to limit the amount of electricity they use.

- Given this scale, the average electricity conservation orientation rating of British Columbians is 7.0 on a 10 point scale.

- Based on their responses to this question, respondents were segmented into three groups as follows:

  * weak conservers (rated themselves 1, 2, 3 or 4 on the conservation scale)
  * moderate conservers (rated themselves 5, 6 or 7)
  * strong conservers (rated themselves 8, 9 or 10).

- Based on this definition, weak conservers represent 12% of the population, moderate conservers represent 42% of the population and strong conservers represent 46% of the population.

- Residents of Vancouver Island are slightly more likely than other residents to rate themselves higher on the scale.

% Rating ...	% of British Columbians				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
1/2/3/4	12	12	10	19	11
5/6/7	42	43	40	37	45
8/9/10	46	45	50	44	44
Average conservation rating (Maximum 10)	7.0	6.9	7.2	6.7	6.8
Base:	*600*	*224*	*125*	*126*	*125*

- Over three waves of tracking, British Columbians are no more or less sensitive to their usage of electricity.

% Rating ...	% of British Columbians		
	Jan. 1990	June 1991	April 1992
1/2/3/4	12	7	12
5/6/7	41	38	42
8/9/10	46	55	46
Average conservation rating (Maximum 10)	7.0	7.4	7.0
Base:	*600*	*601*	*600*

- Among Vancouver residents, sensitivity to electricity usage seems to have weakened slightly, compared with the 1990 and 1991 levels.

% Rating ...	% of Vancouver residents				
	Feb. 1988	Jan. 1989	Jan. 1990	June 1991	Apr. 1992
1/2/3/4	25	17	11	8	12
5/6/7	35	41	37	38	43
8/9/10	39	41	52	55	45
Average conservation rating (Maximum 10)	6.2	6.7	7.2	7.4	6.9
Base:	*250*	*275*	*225*	*224*	*224*

AWARENESS OF B.C. HYDRO'S EFFORTS TO ENCOURAGE THE WISE USE OF ELECTRICITY AT HOME

- The vast majority (92%) of British Columbians are aware of B.C. Hydro's efforts to encourage the wise use of electricity at home.

- Across all regions of the province, awareness of these efforts is high .

Incidence Of Awareness Of Efforts By B.C. Hydro To Encourage The Wise Use Of Electricity At Home	% of British Columbians				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
Yes	92	91	96	91	93
No	8	9	4	9	7
Base:	*600*	*224*	*125*	*126*	*125*

- Incidence of awareness of B.C. Hydro's efforts to encourage the wise use of electricity at home has strengthened since last year (+9%).

Incidence Of Awareness Of Efforts By B.C. Hydro To Encourage The Wise Use Of Electricity At Home	% of British Columbians		
	Jan. 1990	June 1991	April 1992
Yes	80	83	92
No	12	17	8
Don't know	9	-	-
Base:	*600*	*601*	*600*

B.C. HYDRO'S REASONS FOR ENCOURAGING CONSERVATION

- In order to assess how British Columbians interpret B.C. Hydro's efforts to encourage conservation, respondents were asked why they believe B.C. Hydro is trying to encourage conservation.

- Among the key motivations attributed to Hydro are:

  * prevent waste of electricity
  * help customers reduce the amount of their bill
  * concern about the environment
  * concern about future supply
  * delay the need to construct new electricity generating facilities.

Reasons For B.C. Hydro To Encourage People To Conserve Electricity *(Selected)*	% of British Columbians					
	TOTAL		REGION			
	June 1991	April 1992	Vanc.	Vanc. Island	North. Interior	South. Interior
Hydro is trying to stop people from wasting electricity	33	35	36	34	33	33
Hydro is worried about running out of electricity	19	28	23	38	21	32
Hydro wants to delay the time when it has to build a new dam	17	27	20	41	28	34
Hydro is trying to help improve the environment	20	22	22	22	21	16
Hydro is trying to help its customers save money by reducing their bill	21	22	18	33	10	25
Hydro wants to improve its image	11	15	17	11	18	15
Hydro wants us to use less electricity so it will have more to export	7	11	13	6	14	10
Hydro does not want to borrow the money required to build a new dam	4	4	3	5	4	6
To keep costs down	2	3	4	2	2	6
Hydro is trying to avoid building new transmission lines	2	3	3	3	2	2
To reduce overall demand and consumption	1	3	4	3	1	-
Base:	*601*	*600*	*224*	*125*	*126*	*125*

SECTION THREE

B.C. HYDRO'S IMAGE

OVERALL IMPRESSION OF B.C. HYDRO

- Nine in ten (92%) British Columbians have a very or somewhat favourable impression of B.C. Hydro and three in ten (31%) have a very favourable impression of B.C. Hydro.

Impression Of B.C. Hydro	% of British Columbians				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
Very favourable	31	28	38	33	30
Somewhat favourable	61	62	59	56	65
Somewhat unfavourable	7	9	3	8	5
Very unfavourable	1	1	-	4	-
Index *(Maximum = 100)*	74	72	78	72	75
Base:	*600*	*224*	*125*	*126*	*125*

- Overall impression of B.C. Hydro has been stable for the past three tracking waves.

Impression Of B.C. Hydro	% of British Columbians		
	Jan. 1990	June 1991	April 1992
Very favourable	35	31	31
Somewhat favourable	54	61	61
Somewhat unfavourable	9	7	7
Very unfavourable	2	2	1
Index *(Maximum = 100)*	74	74	74
Base:	*600*	*601*	*600*

- While Vancouver residents' impression of B.C. Hydro has remained stable over the past year, directionally, the level of favourability is slightly weaker than the level reported for the province overall (Index 72 vs. 74).

Impression Of B.C. Hydro	% of Vancouver residents				
	Feb. 1988	Jan. 1989	Jan. 1990	June 1991	Apr. 1992
Very favourable	10	21	37	26	28
Somewhat favourable	56	64	52	65	62
Somewhat unfavourable	25	9	8	6	9
Very unfavourable	8	2	2	2	1
Index *(Maximum = 100)*	56	67	75	72	72
Base:	*250*	*275*	*225*	*224*	*224*

THE BEST THING ABOUT B.C. HYDRO

- Respondents were asked to name one thing they liked best about B.C. Hydro or were most favourably impressed with. Respondent answers are summarized below.

- The key mentions involve a reliable power supply, clearly believed to be the highest priority for their electric utility.

One Thing Liked Most About B.C. Hydro *(Selected)*	% of British Columbians				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
Reliable/ few power interruptions/ dependable service	27	28	22	27	32
Quick/ fast in emergencies/ get out day or night to fix power outages/ problems/ outages fixed quickly	21	22	21	21	9
Good/ satisfactory service (*general mention*)	15	16	14	14	18
Necessity/we need the electricity Hydro supplies	4	5	2	2	3
Helpful on phone/ courteous/ customer service/ friendly	4	3	6	5	3
Campaign emphasizing energy conservation/ "Power Smart"	4	3	6	4	6
Never had any problems/ no complaints	2	2	3	-	1
Keep the public informed/let public know about things/send out pamphlets with their bills	2	2	2	1	1
Prompt with billings	2	2	1	2	2
Inexpensive/ reasonable rates/ not many increases in rates/ keeping rates down	2	1	3	1	2
Monthly payment plans	1	1	2	2	1
Well run organization	1	-	2	-	-
Clean source of energy/provide clean energy	1	-	1	-	2
Base:	*600*	*224*	*125*	*126*	*125*

- Respondent mentions in this regard over time, both in the province as a whole, and in the Vancouver vicinity, is summarized in the two tables which follow.

One Thing Liked Most About B.C. Hydro *(Selected)*	% of British Columbians		
	Jan. 1990	June 1991	April 1992
Reliable/ few power interruptions/ dependable service	21	27	27
Quick/ fast in emergencies/ get out day or night to fix power outages/ problems/ outages fixed quickly	21	15	21
Good/ satisfactory service (*general mention*)	18	13	15
Necessity/we need the electricity Hydro supplies	3	6	4
Helpful on phone/ courteous/ customer service/ friendly	5	3	4
Campaign emphasizing energy conservation/ "Power Smart"	-	-	4
Inexpensive/ reasonable rates/ not many increases in rates/ keeping rates down	3	3	2
Keep the public informed/let public know about things/send out pamphlets with their bills	-	1	2
Never had any problems/ no complaints	-	-	2
Prompt with billings	-	-	2
Monthly payment plans	4	2	1
Well run organization	-	2	1
Clean source of energy/provide clean energy	2	1	1
Base:	*600*	*601*	*600*

One Thing Liked Most About B.C. Hydro *(Selected)*	% of Vancouver residents			
	Jan. 1989	Jan. 1990	June 1991	Apr. 1992
Quick/ fast in emergencies/ get out day or night to fix power outages/ problems/ outages fixed quickly	19	17	14	28
Good/ satisfactory service (*general mention*)	22	20	13	22
Reliable/ few power interruptions/ dependable service	22	15	27	16
Helpful on phone/ courteous/ customer service/ friendly	6	5	3	5
Providing/ supplying electricity/ good thing to have/ wouldn't want to be without it/ necessity/ B.C. Hydro is needed	4	7	6	3
Campaign emphasizing energy conservation/ "Power Smart"	-	-	-	3
Keep the public informed/ let public know about things/ send out pamphlets with their bills	-	-	1	2
Never had any problems/ no complaints	-	-	-	2
Prompt with billings	-	-	-	2
Well run organization	3	2	2	1
Monthly payment plans	3	2	2	1
Base:	*225*	*275*	*224*	*224*

THE WORST THING ABOUT B.C. HYDRO

- As well as asking British Columbians what they like most about B.C. Hydro, they were also asked what one thing they dislike most or are dissatisfied with.

- Four in ten (38%) British Columbians mention rates charged by B.C. Hydro for electricity (45% in the Northern Interior).

- It should also be noted that one in four (27%) said there was nothing they disliked about B.C. Hydro.

One Thing Disliked Most About B.C. Hydro *(Selected)*	% of British Columbians				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
Rates are very high/ rates are too high/ cost is high/ they are raising their rates/ too expensive	38	35	42	45	42
The way they bill/ handle billing/ although done through Vancouver, still get bill when it's due/ a few days grace on the bill would be appreciated/ no flexibility with payments	4	5	1	7	3
Rude manner on the phones/treat customers poorly/don't handle complaints well	3	4	4	2	2
Environmental reasons - damming is upsetting the ecological balance	3	4	3	1	3
Slow response in emergencies/ outages not fixed quickly	3	3	1	4	2
Power interruptions	2	1	2	2	2
They are a monopoly	1	1	2	-	2
Selling to U.S. is a bad idea/we need our own power here/selling to U.S. too cheaply	1	1	1	3	2
Transmission lines/too close to forests/should be underground	1	1	1	-	3
I'm against them damming any more rivers/ Peace River	1	1	-	1	2
Charging transit levy tax	1	1	-	-	-
Nothing	27	29	25	26	24
Base:	*600*	*224*	*125*	*126*	*125*

- The proportion (38%) of British Columbians who mention rates, on an unprompted basis, as the thing they like least about B.C. Hydro, is similar to the proportion reported in the previous two tracking waves.

One Thing Disliked Most About B.C. Hydro *(Selected)*	% of British Columbians		
	Jan. 1990	June 1991	April 1992
Rates are very high/ rates are too high/ cost is high/ they are raising their rates/ too expensive	41	40	38
The way they bill/ handle billing/ although done through Vancouver, still get bill when it's due/ a few days grace on the bill would be appreciated/ no flexibility with payments	5	3	4
Rude manner on the phones/ treat customers poorly/ don't handle complaints well	-	3	3
Environmental reasons - damming is upsetting the ecological balance	-	-	3
Slow response in emergencies/ outages not fixed quickly	-	-	3
Nothing	21	28	27
Base:	*600*	*601*	*600*

- Among Vancouver residents, the proportion mentioning rates has been softening since 1990.

- Note that three in ten (29%) Vancouver residents claim there is nothing they dislike about B.C. Hydro.

One Thing Disliked Most About B.C. Hydro *(Selected)*	% of Vancouver residents			
	Jan. 1989	Jan. 1990	June 1991	Apr. 1992
Rates are very high/ rates are too high/ cost is high/ they are raising their rates/ too expensive	30	45	40	35
The way they bill/ handle billing/ although done through Vancouver, still get bill when it's due/ a few days grace on the bill would be appreciated/ no flexibility with payments	5	5	3	5
Rude manner on the phones/ treat customers poorly/ don't handle complaints well/ poor attitude in service calls	4	3	-	4
Environmental reasons - damming is upsetting the ecological balance	-	-	-	4
Slow response in emergencies/ outages not fixed quickly	-	-	-	3
Nothing	21	21	28	29
Base:	*276*	*226*	*224*	*224*

CHANGES IN IMPRESSION OF B.C. HYDRO

- Nine in ten (90%) British Columbians say their impression of B.C. Hydro has neither changed for the better in the past twelve months nor changed for the worse. The remainder are as likely to say their impression has changed for the worse as to say it has changed for the better.

- These findings are consistent in all four regions examined.

In The Past 12 Months, Impression Of B.C. Hydro Has...	% of British Columbians					
	TOTAL		REGION			
	1991	1992	Vanc.	Vanc. Island	North. Interior	South. Interior
Changed for the better	7	5	4	6	9	8
Remained the same	88	90	93	86	86	89
Changed for the worse	5	5	3	8	6	3
Base:	*601*	*600*	*224*	*125*	*126*	*125*

- Among the few British Columbians (37 people out of 600) who say their impression of B.C. Hydro has changed for the better, reasons cited tend to reflect an absence of supply problems and the efforts B.C. Hydro has made in the area of energy conservation.

Reasons For Better Impression Of B.C. Hydro	% of British Columbians who consider B.C. Hydro to have changed for the better over the past 12 months
Quality of service/ no disruptions in power - over the past year/ less stoppages in power	22
Have introduced the Power Smart program	16
Prompt service	16
Efforts on conservation	13
Taking a greater interest in the public	11
Rebate program	6
Lower Eydro bill	6
They are taking a leadership role in saving the environment	6
Other	5
Base:	*37*

- Among the few (28 people out of 600) who say their impression of B.C. Hydro has changed for the worse, increasing rates was mentioned by nearly half (43%).

Reasons For Worse Impression Of B.C. Hydro	% of British Columbians who consider B.C. Hydro to have changed for the worse over the past 12 months
Cost/ the rates keep going up	43
Rude employees when called for service	14
Destruction of surrounding land and area around the new dam	8
Problem with billing	4
Lack of concern for the environment	2
Employees overpaid	2
Meters not read on a regular basis	1
Other	16
Base:	*28*

THE IMAGE OF B.C. HYDRO: A DETAILED PORTRAIT

- Respondents were presented with nine different descriptive phrases and asked to indicate, on a ten-point scale, the extent to which each phrase accurately describes B.C. Hydro. Results have been tabulated in the form of an Index of Impression such that the closer the Index is to 100, the more descriptive the statement or characteristic is considered to be of B.C. Hydro. The results are shown in the following table.

- The portrait that emerges is as follows:

  * B.C. Hydro is rated most strongly for its efforts in promoting energy efficiency (Index rating of 76) and informing customers on how to keep the cost of their electricity bill down (74), as well as being a provider of reliable electricity supply (71)

  * It is rated moderately for doing a good job of forecasting future power needs (62), being open and honest with the public about its operations (61), its position as a world leader in its field (58) and for providing good value for the price charged for electricity (56).

  * B.C. Hydro is less likely to be perceived as being hampered by government intervention or interference (46) or arrogant in the way it treats customers (32).

Image Rating Of B.C Hydro	Index *(Maximum = 100)*				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
Tries to show its customers how to use electricity as efficiently as possible	76	76	79	76	72
Tries to show its customers how to keep the cost of their electricity bill down	74	73	77	74	71
Has very few power outages	71	71	69	74	75
Does a good job of forecasting future power needs	62	62	62	64	60
Is open, honest with the public about its operations	61	60	63	61	64
Is a world leader in its field	58	58	57	63	61
Provides good value for the price they charge for electricity	56	56	55	52	59
Is hampered by government intervention or interference	46	47	42	48	44
Is arrogant in the way it treats its customers	32	31	31	33	38
Base:	*600*	*224*	*125*	*126*	*125*

- Among the image attributes previously rated, B.C. residents are slightly less likely than last year to believe B.C. Hydro can be described by the following:

  * A world leader in its field (down 6 rating points)
  * Hampered by government intervention or interference (-6)
  * Arrogant in the way it treats its customers (-5)

  but is slightly more likely to be described as 'open and honest with the public' (+4).

Image Rating Of B.C Hydro	Index (among British Columbians) *(Maximum = 100)*		
	Jan. 1990	June 1991	April 1992
Tries to show its customers how to use electricity as efficiently as possible	-	-	76
Tries to show its customers how to keep the cost of their electricity bill down	-	-	74
Has very few power outages	75	71	71
Does a good job of forecasting future power needs	66	64	62
Is open, honest with the public about its operations	58	57	61
Is a world leader in its field	68	64	58
Provides good value for the price they charge for electricity	56	54	56
Is hampered by government intervention or interference	53	52	46
Is arrogant in the way it treats its customers	41	37	32
Base:	*600*	*601*	*600*

- Tracking data among Vancouver residents indicates a marginal improvement in the impression of B.C. Hydro for the following which were rated lower than last year:
  - * Is hampered by government intervention or interference (down 6 rating points)
  - * Is arrogant in the way it treats its customers (-6)

- A marginal weakening has occurred in Vancouver residents' perception of B.C. Hydro being a world leader in its field (-6 from 1991, -10 from 1990).

Image Rating Of B.C Hydro	Index (among Vancouver residents) *(Maximum = 100)*				
	Feb. 1988	Jan. 1989	Jan. 1990	June 1991	Apr. 1992
Tries to show its customers how to use electricity as efficiently as possible	-	-	-	-	76
Tries to show its customers how to keep the cost of their electricity bill down	-	-	-	-	73
Has very few power outages	71	71	79	72	71
Does a good job of forecasting future power needs	61	63	66	63	62
Is open, honest with the public about its operations	52	57	58	55	60
Is a world leader in its field	60	62	68	64	58
Provides good value for the price they charge for electricity	n/a	n/a	56	53	56
Is hampered by government intervention or interference	58	61	53	53	47
Is arrogant in the way it treats its customers	46	44	41	37	31
Base:	*250*	*275*	*225*	*224*	*224*

AGREEMENT WITH SELECTED STATEMENTS

- Respondents were read a list of five statements and asked whether they agreed strongly, agreed somewhat, disagreed strongly or disagreed somewhat with each.

- Again, these findings are presented in the form of an index. The closer the number is to 100, the more in agreement British Columbians are with the statement and the closer the number is to zero, the more British Columbians disagree with the statement.

- Among the statements measured, British Columbians feel most strongly that B.C. Hydro should prepare material which could be used in schools to explain to children why conserving electricity is a good thing (Index of Agreement 88).

- British Columbians also tend to feel, although somewhat less strongly, that...

    * B.C. Hydro has yet to explain to the people of the province why they need a major new dam (Index 73).

    * I never think about the possibility of B.C. Hydro running short of electricity. I assume there will always be enough electricity (Index 61).

    * B.C. Hydro is promoting the efficient use of electricity primarily because it wants to delay the time when a new generating station will need to be built (Index 59).

- Overall, British Columbians, are split on their level of agreement with the following:

    * By the end of the 1990s, British Columbia will not be able to meet all the demand for electricity unless the amount of electricity in its system is increased (Index 49).

Agreement With Selected Statements	Index of Agreement *(Maximum = 100)*				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
B.C. Hydro should prepare material which could be used in schools to explain to children why conserving electricity is a good thing to do	88	86	91	83	91
B.C. Hydro has not yet explained to the people of the province why they need to build a major new dam	73	71	78	70	73
I never think about the possibility of B.C. Hydro running short of electricity, I assume there will always be enough electricity	61	62	60	65	68
B.C. Hydro is promoting the efficient use of electricity primarily because it wants to delay the time when a new generating station will need to be built	59	58	60	62	60
By the end of the 1990s British Columbia will not be able to meet all the demand for electricity unless the amount of electricity in its system is increased	49	48	51	52	51
Base:	*600*	*224*	*125*	*126*	*125*

- A comparison of data reveals a strengthening of agreement among British Columbians that B.C. Hydro is promoting the efficient use of electricity because it wants to delay the time when a new generating station will need to be built (+8 rating points since 1991).

- As well, less agreement is now reported that, by the end of the 1990s, British Columbia will not be able to meet all the demand for electricity unless the amount of electricity in its system is increased (-7 rating points since 1991).

Agreement With Selected Statements	Index of Agreement (Maximum = 100)		
	Jan. 1990	June 1991	April 1992
B.C. Hydro should prepare material which could be used in schools to explain to children why conserving electricity is a good thing to do	81	91	88
B.C. Hydro has not yet explained to the people of the province why they need to build a major new dam	69	74	73
I never think about the possibility of B.C. Hydro running short of electricity, I assume there will always be enough electricity	N/A	58	61
B.C. Hydro is promoting the efficient use of electricity primarily because it wants to delay the time when a new generating station will need to be built	N/A	51	59
By the end of the 1990s, British Columbia will not be able to meet all the demand for electricity unless the amount of electricity in its system is increased	58	56	49
Base:	*600*	*601*	*600*

SECTION FOUR

CUSTOMER SERVICE

OVERALL QUALITY OF SERVICE

- Respondents were asked to rate, on a ten-point scale, the quality of service they receive from five different organizations - B.C. Hydro, Canada Post, their local gas utility and B.C. Telephone.

- Overall, British Columbians tend to rate the quality of service they receive from B.C. Hydro as comparable with that received from the local gas company and B.C. Telephone.

- British Columbians tend to rate Hydro service as considerably higher than that received from Canada Post.

Quality Of Service	Index *(Maximum = 100)*				
	Total	REGION			
		Vanc.	Vanc. Island	[illegible] prior	South Interior
The electrical service from B.C. Hydro	79	77	82	80	84
The telephone service from B.C. Telephone	78	76	80	81	82
The natural gas service from your local gas company	74	76	54	66	79
The postal service from Canada Post	55	54	57	57	57
Base:	*600*	*224*	*125*	*116*	*126*

- In terms of quality of service, the image of each of the services measured in the marketplace has been stable, although perceptions of the natural gas service may have strengthened marginally (+5 from 1991).

Quality Of Service	Index (Max. = 100) (among British Columbians)		
	[illegible] 1990	[illegible] 1991	[illegible] 1992
[illegible]	73	77	78
[illegible]	72	72	72
[illegible] Telephone	75	75	74
The postal service from Canada Post	54	54	55
Base:	*600*	*601*	*600*

- Vancouver residents once again rate the quality of B.C. Hydro service comparable with the level of service delivered by the telephone company and the local gas company.

Quality Of Service	Index (Max. = 100) (among Vancouver Residents)				
	Feb. 1988	Jan. 1989	Jan. 1990	June 1991	Apr. 1992
[illegible]	78	75	80	76	77
[illegible]	75	73	77	74	76
[illegible]	73	68	73	68	70
[illegible]	66	62	68	65	66
[illegible]	250	275	285	294	294

RATINGS OF COMPONENTS OF SERVICE

- Respondents were presented with a list of aspects or components of service and asked how satisfied they are with the way B.C. Hydro delivers that component of service.

- [redacted]

- [redacted]

- Among the elements of service previously rated, satisfaction levels have remained stable overall, with the following exceptions. British Columbians report they are less satisfied today than in 1990 that:

  - B.C. Hydro is operating with the best interests of British Columbia public is mind.
  - Encouraging public and customer input in decision making.
  - Keeping electricity rates reasonable.

Satisfaction With Components Of Service	Index of Satisfaction (Maximum = 100)				
	Total	REGION			
		[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	81	81	84	78	81
[illegible]	77	76	80	73	76
[illegible]	76	75	79	76	73
Having simple, clear, easy to understand billing procedures	75	74	77	69	75
Demonstrating a conscientiousness and concern for safety of the general public	75	73	78	76	75
Calculating your bill correctly or accurately	74	73	79	68	76
Keeping customers well advised of any changes affecting rates, billing procedures, service, etc.	73	73	77	64	70
Handling customer inquiries, complaints in an efficient, prompt, courteous manner	73	72	76	68	72
Hydro treats customers like me fairly	71	71	72	66	72
Reading your meter accurately	71	69	75	66	73
[illegible]	66	66	68	62	64
[illegible]	66	62	66	64	66
[illegible]	65	62	66	62	66
[illegible]	62	61	65	60	61
Carrying out all its operations in an environmentally responsible way	61	60	64	61	60
Showing leadership in environmentally responsible practices	61	61	61	63	60

Satisfaction With Components Of Service (cont'd)	Index of Satisfaction *(Maximum = 100)*				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
Keeping you informed about B.C. Hydro activities in your local area	57	54	64	53	58
Hydro does whatever it can to understand the health impact of high voltage transmission lines	56	53	60	62	59
Hydro is managed in a cost efficient way	53	52	55	52	52
Keeping electricity rates reasonable	52	52	55	43	52
Encouraging public and customer input in decision-making	50	50	52	46	49
Providing an opportunity for the public to participate in decisions about Hydro projects in their area	48	49	49	44	46
Keeping electricity prices as low as possible	48	47	53	41	49
Base:	*600*	*224*	*125*	*126*	*125*

Satisfaction With Components Of Service	Index of Satisfaction *(Maximum = 100)*		
	Jan. 1990	June 1991	April 1992
Speed in restoring power when an outage arises	86	81	81
Ensuring there will be a reliable/ dependable supply of electricity; that is, power will be available when you want it	80	78	77
Demonstrating a conscientiousness and concern for safety of the general public	79	75	75
Having simple, clear, easy to understand billing procedures	78	76	75
Keeping customers well advised of any changes affecting rates, billing procedures, service, etc.	74	73	73
Handling customer inquiries, complaints in an efficient, prompt, courteous manner	74	72	73
Providing information on or assistance concerning how to use electricity more efficiently or cost effectively	73	75	76
Operating with the best interests of the British Columbia public in mind	70	67	63
Being a good corporate citizen	69	67	64
Carrying out all its operations in an environmentally responsible way	65	64	61
Showing leadership in environmentally responsible practices	65	63	61
Keeping you informed about B.C. Hydro activities in your local area	63	61	57
Encouraging public and customer input in decision-making	61	57	50
Keeping electricity rates reasonable	59	56	52

Satisfaction With Components Of Service (cont'd)	Index of Satisfaction *(Maximum = 100)*		
	Jan. 1990	June 1991	April 1992
Calculating your bill correctly or accurately	N/A	N/A	74
Hydro treats customers like me fairly	N/A	N/A	71
Reading your meter accurately	N/A	N/A	71
Hydro has a genuine concern for its customers' problems	N/A	N/A	65
Hydro is an efficiently managed company	N/A	N/A	62
Hydro does whatever it can to understand the health impact of high voltage transmission lines	N/A	N/A	56
Hydro is managed in a cost efficient way	N/A	N/A	53
Keeping electricity prices as low as possible	N/A	N/A	48
Providing an opportunity for the public to participate in decisions about Hydro projects in their area	N/A	N/A	48
Base:	*600*	*601*	*600*

- Last year, importance ratings were recorded for fourteen components of service on the same one to ten scale. With the belief that the importance levels should remain consistent from one year to the next, and in order to allow for additional components of service to be measured, this year importance levels were not collected and are shown in this report as reference.

Importance Of Components Of Service*	Index of Importance *(Maximum = 100)*				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
Speed in restoring power when an outage arises	89	88	88	92	93
Ensuring there will be a reliable, dependable supply of electricity; that is, power will be available when you want it	87	87	87	89	92
Keeping customers well advised of any changes affecting rates, billing procedures, service, etc.	87	86	88	85	92
Having simple, clear, easy to understand billing procedures	86	84	89	85	93
Handling customer inquiries, complaints in an efficient, prompt, courteous manner	86	85	87	84	91
Keeping electricity rates reasonable	85	84	85	83	89
Carrying out all its operations in an environmentally responsible way	85	85	83	84	91
Demonstrating a conscientiousness and concern for safety of the general public	85	84	83	87	93
Operating with the best interests of the British Columbia public in mind	84	83	83	83	91
Showing leadership in environmentally responsible practices	83	82	82	83	90
Providing information on or assistance concerning how to use electricity more efficiently or cost effectively	82	80	84	83	89
Being a good corporate citizen	82	81	81	79	88
Keeping you informed about B.C. Hydro activities in your local area	78	76	80	72	85
Encouraging public and customer input in decision-making	75	75	74	73	82
Base:	*601*	*224*	*118*	*134*	*125*

** Source: 1991 Report*

- The following tables show respondents' importance rating, satisfaction rating and the net difference between the two respectively. B.C. Hydro should focus on improving service on those components of service for which the difference between the importance rating and the satisfaction rating is greatest. These represent the service areas where the gap between service expectations and customer service is greatest.

- As the following tables illustrate, the gap between importance and satisfaction continues to be largest in the following areas:

    * keeping electricity rates reasonable (33)
    * encouraging public and customer input in decision-making (25)
    * carrying out all its operations in an environmentally responsible way (24)
    * showing leadership in environmentally responsible practices (22)
    * operating with the best interest of the British Columbia public in mind (21)
    * keeping you informed about B.C. Hydro activities in your local area (21).

Components Of Service	Index *(Maximum = 100)*		
	Importance Rating*	Satisfaction Rating	Net Difference (+/-)
Providing information on or assistance concerning how to use electricity more efficiently or cost effectively	82	76	-6
Speed in restoring power when an outage arises	89	81	-8
Ensuring there will be a reliable/ dependable supply of electricity; that is, power will be available when you want it	87	77	-10
Demonstrating a conscientiousness and concern for safety of the general public	85	75	-10
Having simple, clear, easy to understand billing procedures	86	75	-11
Handling customer inquiries, complaints in an efficient, prompt, courteous manner	86	73	-13
Keeping customers well advised of any changes affecting rates, billing procedures, service, etc.	87	73	-14
Being a good corporate citizen	82	64	-18
Operating with the best interests of the British Columbia public in mind	84	63	-21
Keeping you informed about B.C. Hydro activities in your local area	78	57	-21
Showing leadership in environmentally responsible practices	83	61	-22
Carrying out all its operations in an environmentally responsible way	85	61	-24
Encouraging public and customer input in decision-making	75	50	-25
Keeping electricity rates reasonable	85	52	-33
Base:	*601*	*600*	*600*

** Source: 1991 Report*

- The following table compares the "gap" between importance and satisfaction ratings over the past three years.

- Directionally, the gap appears to be widening for the following measures:

  * Keeping electricity rates reasonable
  * Carrying out its operations in an environmentally responsible way.
  * Showing leadership in environmentally responsible practices
  * Operating with the best interests of the British Columbia public in mind
  * Keeping you informed about B.C. Hydro activities in your local area
  * Encouraging public and customer input in decision-making
  * Being a good corporate citizen.

Net Difference Between Importance And Satisfaction Ratings On Components Of Service	Net Difference (+/-) (Importance - Satisfaction)		
	Jan. 1990	June 1991	April 1992
Providing information on or assistance concerning how to use electricity more efficiently or cost effectively	-4	-7	-6
Speed in restoring power when an outage arises	-2	-8	-8
Ensuring there will be a reliable/ dependable supply of electricity; that is, power will be available when you want it	-6	-9	-10
Demonstrating a conscientiousness and concern for safety of the general public	-7	-10	-10
Having simple, clear, easy to understand billing procedures	-5	-10	-11
Handling customer inquiries, complaints in an efficient, prompt, courteous manner	-10	-14	-13
Keeping customers well advised of any changes affecting rates, billing procedures, service, etc.	-10	-14	-14
Being a good corporate citizen	-9	-15	-18
Keeping you informed about B.C. Hydro activities in your local area	-11	-17	-21
Operating with the best interests of the British Columbia public in mind	-12	-17	-21
Showing leadership in environmentally responsible practices	-17	-20	-22
Carrying out all its operations in an environmentally responsible way	-18	-21	-24
Encouraging public and customer input in decision-making	-11	-18	-25
Keeping electricity rates reasonable	-22	-29	-33
Base:	*600*	*601*	*600*

SECTION FIVE

ATTITUDES TOWARD RATES

REASONABLENESS OF RATES

- Two in three (65%) British Columbians describe current electricity rates as at least somewhat reasonable and this incidence level has strengthened over the past year (+8%).

- Regionally, incidence of this belief is lowest amongst residents of the Northern Interior (52%).

Overall Would You Describe Current Electricity Rates As ...	% of British Columbians					
	TOTAL		REGION			
	June 1991	April 1992	Vanc.	Vanc. Island	North. Interior	South. Interior
Very reasonable	7	6	5	8	4	6
Somewhat reasonable	50	59	60	59	48	55
Somewhat unreasonable	32	28	27	29	31	34
Very unreasonable	11	7	7	4	17	6
Index (Maximum = 100)	51	54	55	57	46	54
Base:	*601*	*600*	*224*	*125*	*126*	*125*

- British Columbians are much more likely to believe they have more control over the amount of electricity they use in their household than they have over their household's electricity bill.

Degree Of Control Perceived *(10 = A Great Deal Of Control)*	% of British Columbians				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
THE DOLLAR AMOUNT OF YOUR HOUSEHOLD'S ELECTRICITY BILL					
% Rated 1-3	22	21	18	33	22
% Rated 8-10	34	31	42	21	41
Average Rating *(Maximum 10.0)*	6.0	5.8	6.5	5.1	6.1
THE AMOUNT OF ELECTRICITY YOU ACTUALLY USE IN YOUR HOUSEHOLD					
% Rated 1-3	5	4	5	9	7
% Rated 8-10	59	58	65	47	58
Average Rating *(Maximum 10.0)*	7.6	7.6	7.9	7.0	7.4
Base:	*600*	*224*	*125*	*126*	*125*

- The research indicates that at least one in five British Columbians believe that electricity rates in British Columbia are a lot or somewhat higher than rates in:

  * the state of Washington (23%)
  * California (23%)
  * Ontario (22%)
  * Alberta (21%).

Electricity Rates In British Columbia Are ___ Rates In ...	% of British Columbians									
	A lot higher		Somewhat higher		About the same as		Somewhat lower		A lot lower	
	June 1991	Apr. 1992	June 1991	Apr. 1992	June 1991	Apr. 1992	June 1991	Apr. 1992	June 1991	Apr. 1992
Alberta	9	4	23	17	31	27	22	19	3	3
California	11	7	27	16	17	11	25	24	7	9
Ontario	4	5	20	17	35	25	25	20	3	3
The state of Washington	12	4	30	19	22	20	21	22	3	4

- British Columbians were much more likely last year to believe that rates in their province were higher than in Alberta, California, or Washington than they do today.

Incidence Of Believing That Electricity Rates In British Columbia Are Higher Than Electricity Rates In ...	% of British Columbians who consider B.C. Hydro rates to be a lot or somewhat higher than rates in ...					
	Total		REGION			
	June 1991	April 1992	Vanc.	Vanc. Island	North. Interior	South. In[illegible]
California	38	23	24	21	24	30
The state of Washington	42	23	23	18	29	25
Ontario	24	22	24	21	16	20
Alberta	32	21	22	19	18	19
Base:	*601*	*600*	*224*	*125*	*126*	*125*

PREFERRED RATE STRUCTURE

- British Columbians are less likely this year to prefer that all consumers pay the same rate regardless of the amount of electricity they use (from 50% in 1991 to 27% today). This is clearly the case in all regions of the province.

- Instead, they are more inclined to prefer that those who use a greater than average amount of electricity be charged a higher rate (from 47% in 1991 to 68% today).

Preferred Rate Structure	% of British Columbians					
	TOTAL		REGION			
	June 1991	April 1992	Vanc.	Vanc. Island	North. Interior	South. Interior
All consumers pay the same rate regardless of the amount of electricity they use	50	27	23	33	33	32
Charge a higher rate to those who use a greater than average amount of electricity	47	68	72	65	62	58
Charge a higher rate to those who use a less than average amount of electricity	3	3	3	2	5	6
Base:	*601*	*600*	*224*	*125*	*126*	*125*

OTHER RATE RELATED ISSUES

Rates As A Tool For Encouraging Conservation

- Overall, the research indicates that a majority of British Columbians (91%) do not believe electricity rates should be increased in order to encourage people to use electricity more efficiently and wisely.

- This response is consistent with 1991 levels.

Should Electricity Rates Be Increased In Order To Encourage People To Use Electricity More Efficiently And Wisely?	% of British Columbians					
	TOTAL		REGION			
	June 1991	April 1992	Vanc.	Vanc. Island	North. Interior	South. Interior
Yes	11	9	11	7	9	6
No	89	91	89	93	91	94
Base:	*601*	*600*	*224*	*125*	*126*	*125*

Reaction To Higher Rates In Order To Allow Hydro To Offer Financial Incentives To Consumers To Conserve Electricity Or Use Electricity Efficiently

- The increase British Columbians would be prepared to bear in this regard is summarized below, a minimal 1.7% on average.

What Percentage Would You Be Willing To Have Electricity Bill Increase By, In Order To Allow Hydro To Offer Financial Incentives To Consumers To Conserve Electricity Or Use Electricity Efficiently?	% of British Columbians				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
0%/nothing	75	75	67	92	84
1% - 4%	9	9	10	1	6
5% - 9%	5	5	6	2	6
10% - 14%	6	5	9	2	2
15% or more	3	4	2	2	2
Average (%) increase	1.7	1.9	1.7	0.7	1.0
Base:	*600*	*224*	*125*	*126*	*125*

- On average, British Columbians report a willingness to pay $2.10 more per month to allow Hydro to offer financial incentives to consumers to conserve electricity. However, the majority (76%) do not wish to see any increase on their bill and this was most strongly reported by residents of the Northern Interior (92%).

What Dollar Amount Per Month Would You Be Willing To Have Electricity Bill Increase By, In Order To Allow Hydro To Offer Financial Incentives To Consumers To Conserve Electricity Or Use Electricity Efficiently?	% of British Columbians				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
$0/nothing	76	77	68	92	84
$1 - $2	4	3	5	2	4
$3 - $4	2	2	2	-	4
$5 - $6	5	4	9	2	4
$7 - $8	1	-	2	1	1
$9 - $10	6	6	6	1	2
$11 or more	4	5	2	2	1
Average ($) per month increase	2.1	2.1	2.0	4.6	0.9
Base:	*600*	*224*	*125*	*126*	*125*

Likelihood Of Saving Money By Conserving Electricity

- The majority of British Columbians (76%) do believe that if they were to use electricity efficiently, they would be very (28%) or somewhat (48%) likely to save money on their electricity bill.

- Those in the Northern Interior are most skeptical of the possibility of saving money if they use electricity more efficiently (57% very/ somewhat likely).

If You Were To Use Electricity Efficiently, Would This Be To Result In Meaningful Savings In Terms Of The Amount Of Money You Spend On Electricity?	% of British Columbians				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
Very likely	28	28	30	16	25
Somewhat likely	48	47	51	41	46
Not very likely	21	21	16	36	22
Not at all likely	3	3	2	6	6
Base:	*600*	*224*	*125*	*126*	*125*

Agreement With The Statement That Electricity Is Cheap And Economical

- Three in four British Columbians (74%) agree strongly or somewhat that electricity is a good buy.

- A substantial minority (26%) disagree that electricity is cheap and economical.

How Strongly Do You Agree Or Disagree That: Compared With Many Other Things That We Have To Buy These Days, Electricity Is A Good Buy; It Is . Cheap And Economical?	% of British Columbians				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
Agree strongly	13	12	14	11	14
Agree somewhat	61	63	62	48	58
Disagree somewhat	21	19	21	29	22
Disagree strongly	5	6	3	11	5
Base:	*600*	*224*	*125*	*126*	*125*

Understanding Of The Way In Which The Electricity Bill Is Calculated

- **Four in ten (42%) British Columbians admit they do not understand how their electricity bill is calculated.**

Do You Understand How Your Electricity Bill Is Calculated?	% of British Columbians				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
Yes	58	55	68	50	58
No	42	45	32	50	42
Base:	*600*	*224*	*125*	*126*	*125*

- People are clearly confused about the calculation of their electricity bill.

Which Of The Following Best Describes Your Understanding Of How Your Electricity Bill Is Calculated?	% of British Columbians				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
You pay a fixed price for each kilowatt hour of electricity you use no matter how many kilowatt hours you use	39	35	42	45	48
You pay a fixed price for each kilowatt hour of electricity used up to 275 kilowatt hours, and a slightly higher price for each kilowatt hour used over 275 hours	24	28	20	15	16
You pay a fixed price for each kilowatt hour of electricity used up to 275 kilowatt hours, and a slightly lower price for each kilowatt hour used over 275 hours	34	35	35	36	26
No response	3	2	3	4	10
Base:	*600*	*224*	*125*	*126*	*125*

Effectiveness Of Current Method Of Calculating Electricity In Encouraging The User To Conserve

- Since B.C. residents are confused about how their electricity bill is calculated, it is not surprising that 57% would respond that the current method of calculation does not encourage them to conserve electricity.

Does The Current Method Of Calculating A User's Electricity Bill Encourage You, Personally, To Conserve Electricity?	% of British Columbians				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
Yes	43	42	51	33	35
No	57	58	49	67	65
Base:	*600*	*224*	*125*	*126*	*125*

Will The Current Method Of Calculating Electricity Encourage Others To Conserve?

- Two in three B.C. residents do not believe the current method of calculating a user's electricity bill encourages others to conserve electricity.

Do You Believe The Current Method Of Calculating A User's Electricity Bill Encourages Others To Conserve Electricity?	% of British Columbians				
	Total	REGION			
		Vanc.	Vanc. Island	North. ♦ Interior	South. Interior
Yes	33	33	36	25	31
No	63	63	60	73	66
Base:	*600*	*224*	*125*	*126*	*125*

Proposed New Electricity Rates

- A minority (16%) of British Columbians claim to have read or heard something about a proposal from B.C. Hydro to redesign residential customer rates.

Incidence Of Having Read Or Heard Anything About A Proposal From B.C. Hydro To Redesign Residential Customer Electricity Rates	% of British Columbians				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
Yes	16	18	12	10	15
No	84	82	88	90	85
Base:	*600*	*224*	*125*	*126*	*125*

- Respondents were then read the following:

> *B.C. Hydro is proposing to bring in a flat rate structure. Under this rate structure you would pay a fixed price for each kilowatt hour of electricity you use no matter how many kilowatt hours you use. In comparison with the present rate structure where you pay a lower rate per kilowatt hour the more you use, do you strongly support, somewhat support, somewhat oppose or strongly oppose this change in the rate structure?*

- Incidence of support for the change to the flat rate structure proposed by B.C. Hydro is reported by six in ten British Columbians (60%).

- However, four in ten (40%) oppose this rate structure, with 21% who strongly oppose.

Support For The Change To A Flat Rate Structure Proposed By B.C. Hydro	% of British Columbians				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
Strongly support	25	22	33	18	23
Somewhat support	35	34	33	41	38
Somewhat oppose	19	18	18	26	22
Strongly oppose	21	24	16	16	14
Base:	*600*	*224*	*125*	*126*	*125*

- Among those who support the change to a flat rate structure, the key reasons cited for feeling this way are that it will encourage people to conserve (33%), it is fairer (30%) and you pay for what you use (20%).

Reasons For Supporting The Change To A Flat Rate	% of British Columbians who support the change to flat rate structure				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
Will encourage people to conserve	33	29	39	44	31
It is fairer	30	33	31	14	21
You pay for what you use	20	21	16	14	23
Would be cheaper	12	14	9	15	10
If you use more electricity, you should not get a lower rate	5	6	4	4	5
If you waste or misuse electricity, you should not get a lower rate	3	2	5	1	5
The current rate structure encourages people to use more electricity	2	2	1	1	4
Will be able to predict the amount of your bill better	2	2	1	1	1
Don't know/ no particular reason	2	2	2	4	1
Makes the rates easier to understand	2	2	2	-	1
Other	3	3	2	7	4
Base:	*358*	*126*	*82*	*73*	*77*

Three in ten of those who oppose the change to a flat rate structure believe that people who use more electricity should pay more for it (31%) and that it would be more expensive (30%).

Reasons For Opposing The Change To A Flat Rate Structure	% of British Columbians who oppose the change to flat rate structure				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
People who use more should pay more	31	33	35	19	18
Would be more expensive	30	25	35	45	39
Will not encourage people to conserve	16	22	7	9	5
Unfairly penalizes large users/ businesses	8	6	14	4	14
It is fairer	7	6	12	2	2
No need to change	6	4	9	13	9
Other	5	6	-	6	2
It does not eliminate the wasteful use of electricity	4	4	2	2	9
If businesses go on a flat rate, the consumer will have to pay more for goods and services	2	2	5	-	-
Don't know	1	1	2	4	-
Rates should be lower for those who heat with electricity	1	1	-	-	2
Base:	*235*	*95*	*43*	*53*	*44*

- Overall, less than one in two (45%) British Columbians indicate that they believe the proposed method of calculating the monthly bill would give them more incentive to conserve electricity than the current method.

- About the same proportion (44%) say this calculation method would have no impact on them, that is, there would be no more or less incentive to conserve (31%) or they don't know (5%) what the effect would be.

The Proposed New Method Of Calculating A Monthly Bill Gives You To Conserve Electricity Than The Current Method	% of British Columbians				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
More incentive	45	42	53	36	44
Less incentive	11	15	6	7	4
No more or less incentive	39	38	37	46	48
No opinion/ don't know	5	5	4	11	4
Base:	*600*	*224*	*125*	*126*	*125*

- While one in five (20%) claim the proposed calculation method would cause them to use less electricity, three in four (77%) would not expect their level of personal use to change.

If Hydro Changes To The Proposed New Method Of Calculating A Monthly Electricity Bill, Personal Use Will Be...	% of British Columbians				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
More	3	3	1	6	2
Less	20	20	24	18	17
The same amount	77	77	75	75	80
Base:	*600*	*224*	*125*	*126*	*125*

SECTION SIX

CORPORATE PRIORITIES AND SUPPLY - DEMAND SIDE OPTIONS

MOST IMPORTANT ISSUE FACING B.C. HYDRO

- When asked what is the most important issue facing B.C. Hydro, British Columbians are most likely to mention the following:
  - ensuring future demand for electricity is met (19%)
  - environmental issues (18%)
  - keeping rates down (16%)
  - energy conservation (13%).

Most Important Issue/ Challenge Facing B.C. Hydro *(Selected)*	% of British Columbians				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
Ensuring future demand for electricity is met	19	19	18	19	23
Environmental issues	18	15	20	27	18
Keeping rates down	16	19	11	14	13
Energy conservation	13	15	10	10	10
Controlling costs	5	5	6	1	4
Service reliability/ dependability	5	5	5	5	5
Opposition to dam building	3	3	2	2	3
Future planning/ managing rate of future growth	3	2	4	5	5
Selling electricity to the U.S./ should not be	2	3	1	1	3
Natural gas	2	-	7	-	-
Opposition from environmentalists	1	1	1	1	-
Put transmission lines underground	1	1	-	-	2
Supplying electricity to the most remote regions of B.C.	1	-	2	2	-
Base:	*600*	*224*	*125*	*126*	*125*

- Ensuring that future demand for electricity is met, keeping rates down, environmental issues and conservation remain the most often cited issues or challenges perceived to be facing B.C. Hydro.

Most Important Issue/Challenge Facing B.C. Hydro *(Selected)*	% of British Columbians		
	Jan. 1990	June 1991	Apr. 1992
Ensuring future demand for electricity is met	21	25	19
Keeping rates down	18	23	16
Environmental issues	17	22	18
Energy conservation	9	12	13
Future planning/ managing rate of future growth	5	3	3
Service reliability/ dependability	5	5	5
Controlling costs	3	2	5
Selling electricity to the U.S.	3	4	2
Opposition to dam building	-	5	3
Natural gas (general mention)	-	2	2
Supplying electricity to the most remote regions of B.C.	-	-	1
Opposition from environmentalists	-	-	1
Put transmission lines underground	-	-	1
Base:	*600*	*601*	*600*

- Among Vancouver residents, energy conservation is strengthening as a key issue or challenge facing B.C. Hydro.

Most Important Issue/ Challenge Facing B.C. Hydro *(Selected)*	% of Vancouver residents			
	Jan. 1989	Jan. 1990	June 1991	Apr. 1992
Ensuring future demand for electricity is met	16	26	32	19
Keeping rates down	16	19	25	19
Environmental issues	9	16	24	15
Energy conservation	7	11	13	15
Service reliability/ dependability	4	4	4	5
Controlling costs	6	3	2	5
Selling electricity to the U.S.	6	2	3	3
Opposition to dam building	-	-	5	3
Future planning/ managing rate of future growth	4	5	2	2
Opposition from environmentalists	-	-	-	1
Put transmission lines underground	-	-	-	1
Base:	*275*	*225*	*224*	*224*

- When asked how satisfied they are with the way in which B.C. Hydro is handling the issue they identified as most important, most (66%) say they are very or somewhat satisfied.

Level Of Satisfaction With The Way B.C. Hydro Is Handling Key Issue	% of British Columbians				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
Very satisfied	12	12	14	14	14
Somewhat satisfied	54	55	54	53	54
Not very satisfied	19	20	18	18	14
Not at all satisfied	6	6	4	6	7
Base:	*600*	*224*	*125*	*126*	*125*

- Overall satisfaction levels reported for Hydro's handling of the major issues facing it have remained largely consistent for three tracking waves.

Level Of Satisfaction With The Way B.C. Hydro Is Handling Key Issue	% of British Columbians		
	Jan. 1990	June 1991	Apr. 1992
Very satisfied	15	10	12
Somewhat satisfied	47	59	54
Not very satisfied	23	17	19
Not at all satisfied	9	10	6
Base:	*600*	*601*	*600*

The following table summarizes the satisfaction ratings of B.C. Hydro's handling of the four issues most frequently mentioned as the most important issue facing B.C. Hydro.

Satisfaction With B.C. Hydro's Handling Of ...	% of British Columbians who name each issue as the most important issue facing B.C. Hydro							
	SATISFACTION							
	Very satisfied		Somewhat satisfied		Not very satisfied		Not at all satisfied	
	1991	1992	1991	1992	1991	1992	1991	1992
Energy Conservation *Base: (77)*	20	27	12	14	10	9	8	5
Environmental issues *Base: (105)*	14	13	27	18	23	28	5	8
Ensuring future demand for electricity is met *Base: (115)*	33	24	33	25	11	10	4	1
Keeping rates down *Base: (95)*	8	11	17	14	34	24	59	34

- Satisfaction levels among Vancouver residents have remained stable.

Level Of Satisfaction With The Way B.C. Hydro Is Handling Key Issue	% of Vancouver residents			
	Jan. 1989	Jan. 1990	June 1991	Apr. 1992
Very satisfied	6	18	7	12
Somewhat satisfied	47	49	59	55
Not very satisfied	27	20	17	20
Not at all satisfied	10	7	14	6
Base:	*275*	*225*	*224*	*224*

GENERATING CAPACITY

- Four in ten British Columbians (43%) believe that B.C. Hydro has more electrical generating capacity than it needs. About one in three (36%) believe B.C. Hydro has about the right amount of generating capacity, while one in ten (9%) believe it has less than it needs.

With Respect To Generating Capacity, B.C. Hydro Has ...	% of British Columbians				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
More electrical generating capacity than it needs	43	43	41	36	47
About the right amount	36	37	34	40	30
Less electrical generating capacity than it needs	9	7	14	9	12
Don't know/ no opinion	13	13	12	16	11
Base:	*600*	*224*	*125*	*126*	*125*

- British Columbians are marginally more likely today to believe that B.C. Hydro has less electrical generating capacity than it needs. However, the consensus is that Hydro has at least as much capacity as it needs.

With Respect To Generating Capacity B.C. Hydro Has...	% of British Columbians		
	Jan. 1990	June 1991	Apr. 1992
More electrical generating capacity than it needs	50	44	43
About the right amount	28	39	36
Less electrical generating capacity than it needs	7	5	9
Don't know/ no opinion	15	12	13
Base:	*600*	*601*	*600*

- Vancouver residents' opinions are largely unchanged with respect to their impressions of B.C. Hydro's generating capacity.

With Respect To Generating Capacity, B.C. Hydro Has ...	% of Vancouver residents				
	Feb. 1988	Jan. 1989	Jan. 1990	June 1991	Apr. 1992
More electrical generating capacity than it needs	53	41	45	42	43
About the right amount	24	33	28	42	37
Less electrical generating capacity than it needs	12	12	8	5	7
Don't know/ no opinion	11	15	19	11	13
Base:	*250*	*275*	*225*	*224*	*224*

REACTION TO SUPPLY OPTIONS

- Asked to choose between two options available in planning for B.C.'s future electricity needs, respondents were told to consider whether B.C. Hydro should attach greater importance to construction of new generating facilities or to encouraging consumers to use electricity wisely or efficiently by offering incentives.

- The preference of the vast majority of British Columbians (87%) is that B.C. Hydro should encourage efficient use.

In Planning For B.C.'s Future Electricity Needs, Which Should B.C. Hydro Attach Greater Importance To?	% of British Columbians				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
Construction of new generating facilities	12	10	9	16	29
Encouraging consumers to use electricity wisely or efficiently by offering incentives	87	89	90	83	70
Base:	*600*	*224*	*125*	*126*	*125*

- If B.C. Hydro had to choose between building a new dam and building a new natural gas burning generating station, the research indicates that British Columbians would be divided as to which of the two options they would prefer.

If B.C. Hydro Had To Choose Which To Build, Would You Prefer B.C. Hydro To ...	% of British Columbians					
	Total		REGION			
	June 1991	April 1992	Vanc.	Vanc. Island	North. Interior	South. Interior
Build a dam	47	46	49	38	44	50
Build a natural gas burning generating station	51	50	48	55	52	46
Base:	*601*	*600*	*224*	*125*	*126*	*125*

- When asked directly, British Columbians are divided as to whether the burning of natural gas is (44%) or is not (54%) a waste of this resource.

Incidence Of Believing That Burning Natural Gas To Generate Electricity Is A Waste Of Natural Gas	% of British Columbians					
	Total		REGION			
	June 1991	April 1992	Vanc.	Vanc. Island	North. Interior	South. Interior
Yes	41	44	44	40	39	55
No	58	54	54	58	59	44
Base:	*601*	*600*	*224*	*125*	*126*	*125*

B.C. HYDRO'S PRIORITIES

- Respondents were asked to rank, in order of priority, four possible corporate objectives for B.C. Hydro: Keeping rates down, always being able to meet demand, minimizing the environmental effects of electricity generation and promoting electricity conservation.

- None of the options surfaces as particularly more important than the others, although encouraging conservation may be of slightly less importance than the other options.

In Choosing Between The Various Options Available In Planning For British Columbia's Future Electricity Needs, Should Place The Most Importance On ...	% of British Columbians who ranked the following first					
	TOTAL		REGION			
	June 1991	April 1992	Vanc.	Vanc. Island	North. Interior	South. Interior
Minimizing pollution or negative effects on the environment	24	27	27	30	17	28
Keeping electricity rates as low as possible	29	27	24	29	38	30
Ensuring there will always be an adequate supply of electricity	24	25	25	26	25	22
Encouraging consumers to use electricity wisely and efficiently	23	20	23	14	20	19
Base:	*601*	*600*	*224*	*125*	*126*	*125*

- As the following table indicates, each of the elements is rated equally in terms of average priority ranking, and they are undifferentiated by region as well.

B.C. Hydro's Priorities	Average Priority Ranking *(Highest = 1.0, Lowest = 4.0)*					
	TOTAL		REGION			
	June 1991	April 1992	Vanc.	Vanc. Island	North. Interior	South. Interior
Encouraging consumers to use electricity wisely and efficiently	2.6	2.5	2.5	2.8	2.6	2.7
Keeping electricity rates as low as possible	2.5	2.5	2.6	2.4	2.3	2.4
Ensuring there will always be an adequate supply of electricity	2.5	2.5	2.6	2.4	2.3	2.5
Minimizing pollution or negative effects on the environment	2.4	2.4	2.3	2.4	2.8	2.5
Base:	*601*	*600*	*224*	*125*	*126*	*125*

SECTION SEVEN

EXPORTING POWER

AMOUNT OF ELECTRICITY B.C. EXPORTS TO THE U.S.

- When asked how much electricity they believe British Columbia exports to the United States, nearly three in ten (27%) British Columbians say a great deal. Almost five in ten (46%) say a moderate amount. The remaining two in ten say either a little (13%) or none at all (9%).

Amount Of Electricity B.C. Exports To The U.S.	% of British Columbians				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
A great deal	27	24	23	42	42
A moderate amount	46	47	49	36	37
A little	13	13	13	13	12
None	9	7	13	7	8
Base:	*600*	*224*	*125*	*126*	*125*

- The proportion who believe that B.C. exports a substantial amount of electricity to the U.S. has been consistent over three tracking waves.

Amount Of Electricity B.C. Exports To The U.S.	% of British Columbians		
	Jan. 1990	June 1991	April 1992
A great deal	25	30	27
A moderate amount	46	48	46
A little	20	13	13
None	6	4	9
Base:	*600*	*601*	*600*

OVERALL RESPONSE TO EXPORTING ELECTRICITY

- While opinion on whether or not B.C. should export electricity to the U.S. is divided, more oppose (58%) than support (42%) this activity.

General Support For The Export Of B.C. Hydro's Electricity To The U.S.	% of British Columbians				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
Strongly support	11	12	10	12	6
Support somewhat	31	31	32	26	36
Oppose somewhat	26	27	23	28	23
Oppose strongly	32	30	35	33	34
Index *(Maximum = 100)*	41	42	39	39	38
Base:	*601*	*225*	*118*	*134*	*125*

- Opposition has been strengthening over the past three years (50% in 1990, 54% in 1991, 58% in 1992).

General Support For The Export Of B.C. Hydro's Electricity To The U.S.	% of British Columbians		
	Jan. 1990	June 1991	Apr. 1992
Strongly support	9	9	11
Support somewhat	40	38	31
Oppose somewhat	29	27	26
Oppose strongly	21	27	32
Index (Maximum = 100)	46	43	41
Base:	*600*	*601*	*600*

- Support for electricity export among Vancouver residents has been decreasing gradually since 1989 (59% versus 43% today).

General Support For The Export Of B.C. Hydro's Electricity To The U.S.	% of Vancouver residents			
	Jan. 1989	Jan. 1990	June 1991	Apr. 1992
Strongly support	17	8	9	12
Support somewhat	42	44	40	31
Oppose somewhat	23	28	27	27
Oppose strongly	18	18	25	30
Index (Maximum = 100)	48	47	44	42
Base:	*275*	*225*	*224*	*224*

Among the respondents who support electricity exports to the U.S., more than one in two indicated the belief that these exports are profitable enabling B.C. Hydro to make money from these exports and keep rates down (56%). Also mentioned by one in five (22%) is the belief that there is excess power available for export.

Reasons For Supporting The Export Of B.C. Hydro's Electricity To The U.S. *(Selected)*	% of British Columbians who support the export of B.C. Hydro's electricity to the U.S.				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
Profitable/province can make a lot of money from selling power to the U.S./hydro rates in B.C. can be kept down	56	62	48	58	42
Our needs are met/we don't need all the electricity B.C. Hydro is generating	22	19	23	29	32
Wasteful/it would be wasteful not to use excess power	9	4	21	6	11
If they have a shortage we should help them	8	9	6	4	11
Can halt the export/export can always be stopped if B.C. needs power	7	6	12	6	4
As long as we charge a higher rate	6	4	10	4	9
It is a renewable resource	3	2	6	2	4
Creates employment/ more jobs	3	3	2	6	-
Creates good will/ relations with the U.S.	2	3	2	-	-
Part of the Free Trade Agreement	2	1	4	2	-
Not very harmful/causes only minimal damage to the environment	2	3	2	2	-
Base:	*249*	*96*	*52**	*48**	*53**

** Caution: Small base*

While reasons for supporting the export of B.C. Hydro's electricity to the U.S. have changed little since 1990, one in ten who support this activity (9%) consider it wasteful not to use excess power.

Reasons For Supporting The Export Of B.C. Hydro's Electricity To The U.S. *(Selected)*	% of British Columbians who support the export of B.C. Hydro's electricity to the U.S.		
	Jan. 1990	June 1991	April 1992
Profitable/province can make a lot of money from selling power to the U.S./hydro rates in B.C. can be kept down	57	54	56
Our needs are met/we don't need all the electricity B.C. Hydro is generating	27	20	22
Wasteful/it would be wasteful not to use excess power	4	7	9
If they have a shortage we should help them	-	8	8
Can halt the export/export can always be stopped if B.C. needs power	6	3	7
As long as we charge a higher rate	-	3	6
It is a renewable resource	-	-	3
Creates employment/ more jobs	-	-	3
Not very harmful/causes only minimal damage to the environment	3	3	2
Creates good will/ relations with the U.S.	-	-	2
Part of the Free Trade agreement	-	3	2
Base:	289	*285*	*249*

- Those opposed to the export of electricity to the U.S. tend to cite as their reasons five key concerns:

  * concern that B.C. will not have enough electricity for its own consumers as a result of the exports (33%)
  * belief that Canada and/or the province should hold on to its resources for our own use (31%)
  * belief that the U.S. should use their own resources to generate electricity (18%)
  * concern about the impact that generating the additional electricity to export has on the environment (17%)
  * concern about the perceived lower price Americans are paying for the electricity (16%).

Reasons For Opposing The Export Of B.C. Hydro's Electricity To The U.S. *(Selected)*	% of British Columbians who oppose the export of B.C. Hydro's electricity to the U.S.				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
Risk of running short of electricity/if we sell too much to the U.S. we will run short of electricity	33	36	32	33	23
Should keep our energy in Canada/Canadian resources should stay in Canada	31	34	29	21	30
U.S. should produce their own electricity	18	18	21	16	20
Destroying the environment/if we weren't selling to the U.S., we wouldn't need to build dams and destroy our environment	17	15	22	13	17
We pay more for our Hydro than Americans/don't think they should get electricity cheaper than we do	16	11	22	27	21
Base:	*347*	*126*	*73*	*77*	*71*

- Among those opposed to the export of B.C. Hydro's electricity to the U.S., slightly more this year than previously are concerned about running short of supply (+8% since 1991) or believe Canadian resources should stay in Canada (+11% since 1991).

Reasons For Opposing The Export Of B.C. Hydro's Electricity To The U.S. *(Selected)*	% of British Columbians who oppose the export of B.C. Hydro's electricity to the U.S.		
	Jan. 1990	June 1991	April 1992
Risk of running short of electricity/if we sell too much to the U.S. we will run short of electricity	30	25	33
Should keep our energy in Canada/Canadian resources should stay in Canada	25	20	31
U.S. should produce their own electricity	13	16	18
Destroying the environment/if we weren't selling to the U.S., we wouldn't need to build dams and destroy our environment	23	17	17
We pay more for our Hydro than Americans/don't think they should get electricity cheaper than we do	13	20	16
Base:	*306*	*315*	*347*

ATTITUDES TOWARD EXPORTING EXCESS ELECTRICITY

- When asked specifically if they approve of the exportation of only excess electricity, that would be available to B.C. when needed, two in three (68%) say they support exportation under these conditions.

- While 42% support the export of electricity to the U.S. without these conditions being involved, clearly imposing these conditions on the export of electricity from the province would address much public concern about these exports.

Support For The Exportation Of Excess Electricity To The U.S. Provided That It Would Be Available For Use In B.C. Whenever It Was Needed	% of British Columbians				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
Strongly support	29	29	32	31	22
Support somewhat	39	37	43	37	42
Oppose somewhat	13	15	8	20	12
Oppose strongly	18	18	15	12	23
Base:	*600*	*224*	*125*	*126*	*125*

- With this added condition, the proportion who support the export of excess electricity to the U.S. has returned to the level reported in 1990.

Support For The Exportation Of Excess Electricity To The U.S. Provided That It Would Be Available For Use In B.C. Whenever It Was Needed	% of British Columbians		
	Jan. 1990	June 1991	April 1992
Strongly support	23	32	29
Support somewhat	46	42	39
Oppose somewhat	17	14	13
Oppose strongly	13	12	18
Base:	*600*	*601*	*600*

- Among Vancouver residents, current support for excess electricity exports falls within the range reported over the past four years..

Support For The Exportation Of Excess Electricity To The U.S. Provided That It Would Be Available For Use In B.C. Whenever It Was Needed	% of Vancouver residents			
	Jan. 1989	Jan. 1990	June 1991	Apr. 1992
Strongly support	32	17	31	29
Support somewhat	39	46	42	37
Oppose somewhat	16	21	14	15
Oppose strongly	12	14	13	18
Base:	*275*	*225*	*224*	*224*

ATTITUDES TOWARD BUILDING NEW GENERATING STATIONS FOR EXPORT PURPOSES

- Support for exporting power drops dramatically to 16% and opposition increases to 83% when the question is changed to ask whether respondents support or oppose the construction of new electricity generating facilities whose entire output will be exported to the United States.

- Recall, again, that the level of general support for the export of electricity was 42%.

Support For Construction Of New Facilities Exclusively For The Purpose Of Exporting Power To The U.S.	% of British Columbians				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
Strongly support	4	4	2	4	3
Support somewhat	12	13	14	11	7
Oppose somewhat	19	22	13	25	13
Oppose strongly	64	60	70	60	76
Base:	*600*	*224*	*125*	*126*	*125*

- Consistent with findings of a year ago, support for construction of new facilities exclusively for the purpose of exporting power to the U.S. has remained at 16%. Note that the level of strong opposition is strengthening (up 20% from 1990).

Support For Construction Of New Facilities Exclusively For The Purpose Of Exporting Power To The U.S.	% of British Columbians		
	Jan. 1990	June 1991	April 1992
Strongly support	7	4	4
Support somewhat	25	12	12
Oppose somewhat	23	25	19
Oppose strongly	44	58	64
Base:	*600*	*601*	*600*

- The research indicates that the level of support for exports under these conditions is at a four year low among Vancouver residents.

Support For Construction Of New Facilities Exclusively For The Purpose Of Exporting Power To The U.S.	% of Vancouver residents			
	Jan. 1989	Jan. 1990	June 1991	Apr. 1992
Strongly support	8	9	4	4
Support somewhat	30	34	16	13
Oppose somewhat	23	28	25	22
Oppose strongly	40	28	55	60
Base:	*275*	*225*	*224*	*224*

BUILDING FOR EXPORT NOW AND DOMESTIC USE LATER

- One potential argument for the construction of new generating facilities dedicated to the U.S. market was explicitly tested. The argument is as follows: It is a good thing to build new generating stations now rather than waiting until they are needed because it is cheaper to build them now and their power can be exported to the U.S. until it is needed in B.C.

- Given this argument, seven in ten B.C. residents (69%) are not convinced. Instead, they believe that new stations should not be built until the electricity is needed in B.C.

- The research indicates that three in ten (30%) British Columbians agree with the argument.

How Do You Feel About B.C. Hydro Building New Stations To Have For Future Use And In The Meantime To Use For Exporting Electricity To The U.S.	% of British Columbians				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
It is a good thing to build new generating stations now rather than waiting until they are needed because it is cheaper to build them now and their power can be exported to the U.S. until it is needed in B.C.	30	30	34	25	24
We should not build new generating stations in British Columbia until we need the electricity in this province	69	68	66	74	76
Base:	*600*	*224*	*125*	*126*	*125*

- The followwing data indicates the proportion who believe it is a good thing to build for eexport now and domestic use later is waning.

How Do You Feel About B.C. Hydro Building New Stations To Have For Future Use And In The Meantime To Use For Exporting Electricity To The U.S.	% of British Columbians		
	Jan. 1990	June 1991	April 1992
It is a good thing to build new generating stations now rather than waiting until they are needed because it is cheaper to build them now and their power can be exported to the U.S. until it is needed in B.C.	41	39	30
We should not build new generating stations in British Columbia until we need the electricity in this province	57	61	69
Base:	*600*	*601*	*600*

- Vancouver residents are no more or less likely to support the argument than are other British Columbians, with support softening over levels recorded since 1989.

How Do You Feel About B.C. Hydro Building New Stations To Have For Future Use And In The Meantime To Use For Exporting Electricity To The U.S.	% of Vancouver residents			
	Jan. 1989	Jan. 1990	June 1991	Apr. 1992
It is a good thing to build new generating stations now rather than waiting until they are needed because it is cheaper to build them now and their power can be exported to the U.S. until it is needed in B.C.	51	48	42	30
We should not build new generating stations in British Columbia until we need the electricity in this province	47	51	58	68
Base:	*275*	*225*	*224*	*224*

STATEMENT RATING EVALUATION

- Respondents were asked to indicate how strongly they agreed or disagreed with three statements.

- Respondent answers to these questions reinforce many of the findings outlined elsewhere in this report. More specifically the data continues to indicate there is substantial agreement among British Columbians that:

  * generating stations should not be built for the sole purpose of exporting power to the U.S.

  * there is a possibility that if B.C. starts exporting electricity to the U.S., it will never be able to stop exporting for the purpose of using the power in B.C.

- There is substantially less agreement that B.C. should build new generating stations, and sell this power until British Columbians need it, as a way of keeping rates down.

Attitude Statements On B.C. Hydro Building New Facilities And Exporting Energy	Index of Agreement *(Maximum = 100)*					
	TOTAL		REGION			
	June 1991	April 1992	Vanc.	Vanc. Island	North. Interior	South. Interior
We should not be building electricity generating facilities in British Columbia just so we can export power to the U.S. because this amounts to causing environmental damage in British Columbia just so we can sell electricity to the U.S.	74	76	75	77	75	77
There is a danger that once we start exporting electricity to the United States, B.C. will never be able to stop exporting this electricity even if British Columbia needs it to meet electricity demand in the province	69	74	71	76	83	81
We should be building new generating facilities now, and selling their power to the U.S. until British Columbians need it because this will keep British Columbia electricity rates down in the future	43	35	36	33	33	32
Base:	*601*	*600*	*224*	*125*	*126*	*125*

SECTION EIGHT

B.C. HYDRO AND THE ENVIRONMENT

SATISFACTION WITH THE QUALITY OF THE ENVIRONMENT

- When asked how satisfied they are with the quality of the environment in B.C. today, six in ten (60%) say they are very or somewhat satisfied (12% are very satisfied).

Satisfaction With The Quality Of The Environment In B.C. Today	% of British Columbians				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
Very satisfied	12	11	18	6	11
Somewhat satisfied	48	52	40	47	46
Somewhat dissatisfied	30	26	33	37	39
Very dissatisfied	10	10	10	10	4
Index *(Maximum = 100)*	54	55	55	49	55
Base:	*600*	*224*	*125*	*126*	*125*

- Overall satisfaction has been maintained over the past year.

Satisfaction With The Quality Of The Environment In B.C. Today	% of British Columbians		
	Jan. 1990	June 1991	April 1992
Very satisfied	14	9	12
Somewhat satisfied	41	51	48
Somewhat dissatisfied	30	28	30
Very dissatisfied	15	11	10
Index *(Maximum = 100)*	51	53	54
Base:	*600*	*601*	*600*

- Reported levels of satisfaction with the environment have remained stable among Vancouver residents.

Satisfaction With The Quality Of The Environment In B.C. Today	% of Vancouver residents			
	Jan. 1989	Jan. 1990	June 1991	Apr. 1992
Very satisfied	16	18	11	11
Somewhat satisfied	52	41	50	52
Somewhat dissatisfied	22	27	30	26
Very dissatisfied	10	15	10	10
Index *(Maximum = 100)*	58	54	54	55
Base:	*275*	*225*	*224*	*224*

- When asked to compare the quality of the environment currently with that of five years ago, one in two (52%) British Columbians indicate they believe the quality of the environment has gotten worse. In contrast, less than a third of this number (16%) note an improvement in the environment over this time frame.

Over The Past Five Years The Environment In British Columbia Has ...	% of British Columbians					
	TOTAL		REGION			
	June 1991	April 1992	Vanc.	Vanc. Island	North. Interior	South. Interior
Gotten better	17	16	15	19	19	13
Remained the same	40	32	30	35	34	31
Gotten worse	42	52	55	46	46	54
Net change (better-worse)	**-25**	**-36**	**-40**	**-27**	**-27**	**-41**
Base:	*601*	*600*	*224*	*125*	*126*	*125*

- The proportion of those who believe the environment has gotten worse has increased over the past year (from 42% to 52%).

AWARENESS OF 'POWER SMART'

- On an aided basis, awareness of the B.C. Hydro program "Power Smart" is very strong (90%).

Awareness Of Program Sponsored By B.C. Hydro Called 'Power Smart"	% of British Columbians				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
Yes	90	89	90	95	91
No	10	11	10	5	9
Base:	*600*	*224*	*125*	*126*	*125*

- Those who claim to be aware of the Power Smart program, were asked whether or not they consider the Power Smart program to be an environmental program. Most (68%) said they do consider Power Smart to be such a program.

Do You Think Of Power Smart As An Environmental Program	% of British Columbians who have heard of the Power Smart Program				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
Yes	68	70	64	70	61
No	27	24	34	23	30
Don't know/ not aware of/ not familiar with Power Smart program	5	6	2	7	9
Base:	*546*	*200*	*112*	*120*	*114*

SATISFACTION WITH B.C. HYDRO'S ACTIONS TO PROTECT THE ENVIRONMENT

- While more British Columbians indicate they are satisfied (46%) than dissatisfied (14%) with B.C. Hydro's actions to protect the environment, about four in ten (38%) take a neutral position. This implies that B.C. Hydro's actions to protect the environment have not been impressed upon a large proportion of the population.

Level Of Satisfaction With B.C. Hydro Actions To Protect The Environment	% of British Columbians				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
Very satisfied	7	8	6	10	6
Somewhat satisfied	39	36	46	37	42
Neither	38	41	34	37	34
Somewhat dissatisfied	10	8	10	11	14
Very dissatisfied	4	5	3	4	2
Index *(Maximum = 100)*	59	59	60	60	59
Base:	*600*	*224*	*125*	*126*	*125*

- Overall satisfaction with B.C. Hydro's actions to protect the environment has weakened slightly in the past year (down 8%).

Level Of Satisfaction With B.C. Hydro's Actions To Protect The Environment	% of British Columbians		
	Jan. 1990	June 1991	Apr. 1992
Very satisfied	11	5	7
Somewhat satisfied	39	49	39
Neither	27	34	38
Somewhat dissatisfied	14	9	10
Very dissatisfied	9	3	4
Index *(Maximum = 100)*	57	61	59
Base:	*600*	*601*	*600*

- Overall satisfaction among Vancouver residents has also weakened in the past year (down 10%).

Level Of Satisfaction With B.C. Hydro's Actions To Protect The Environment	% of Vancouver residents			
	Feb. 1988	Jan. 1989	Jan. 1990	Apr. 1992
Very satisfied	9	8	13	8
Somewhat satisfied	30	42	41	36
Neither	37	32	25	41
Somewhat dissatisfied	17	12	9	8
Very dissatisfied	6	4	10	5
Index *(Maximum = 100)*	54	59	59	59
Base:	*250*	*275*	*225*	*224*

ENVIRONMENTAL CONCERNS ASSOCIATED WITH B.C. HYDRO

- When respondents were asked in an unaided, open ended question what kind of environmental problems or issues they were concerned about with respect to B.C. Hydro's activities, a broad range of answers were given.

- The research indicates that people associate four types of environmental concerns or problems with Hydro's operation. They are:

    1) problems related to Hydro dams, including flooding of agricultural land, destroying wildlife, water levels in lakes above dams, and water pollution

    2) toxic chemical problems including the disposal and transportation of PCB's from transformers and the use of herbicides to control vegetation along power line right-of-ways

    3) acid rain or air pollution problems

    4) the environmental or agricultural damage caused by the construction of power lines and the health effects of these transmission lines.

Issues Of Concern With Respect To B.C. Hydro's Activities Or Operations *(Selected)*	% of British Columbians				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
Dams destroying wildlife/ trees	42	37	53	43	47
Flooding of land and effects of forestry	20	16	26	23	30
Water pollution	34	39	26	33	26
Flooding of land and effects on fish habitat	26	21	34	38	26
Flooding of agricultural lands	18	12	29	26	25
Problems with water levels	12	8	14	29	19
Flooding of land and effects on recreational areas	11	5	18	15	18
Use/ control of toxic chemicals/ PCB's	17	15	20	24	20
Disposal of chemicals/ PCB's	19	21	14	20	20
Use of herbicides to control vegetation	10	8	12	17	15
Transportation of hazardous wastes	9	9	7	16	4
Air pollution	24	29	14	21	20
Acid rain	11	14	6	10	5
Transmission/ power lines	19	17	22	18	22
Health effects of transmission lines	14	8	26	18	13
Impact of transmission lines on agricultural land	9	5	15	14	13
None	12	12	10	6	12
Base:	*600*	*224*	*125*	*126*	*125*

The following compares unaided levels of issues of concern mentioned in this wave of research, with those mentioned previously.

Issues Of Concern With Respect To B.C. Hydro's Activities Or Operations *(Selected)*	% of British Columbians		
	Jan. 1990	June 1991	Apr. 1992
Dams destroying wildlife/ trees	42	39	42
Water pollution	38	38	34
Flooding of land and effects on fish habitat	32	28	26
Flooding of land and effects of forestry	25	20	20
Flooding of agricultural lands	30	16	18
Problems with water levels	15	8	12
Flooding of land and effects on recreational areas	17	9	11
Disposal of chemicals/ PCB's	30	19	19
Use/ control of toxic chemicals/ PCB's	32	22	17
Use of herbicides to control vegetation	21	13	10
Transportation of hazardous wastes	20	11	9
Air pollution	26	29	24
Acid rain	25	14	11
Transmission/ power lines	23	19	19
Health effects of transmission lines	23	14	14
Impact of transmission lines on agricultural land	14	7	9
None	21	14	12
Base:	*600*	*601*	*600*

RANKING OF B.C. HYDRO'S HANDLING OF ITS OPERATIONS ON THE ENVIRONMENT

- Respondents were asked how well B.C. Hydro handles six aspects of its operations as they relate to the environment, and asked to rank order their responses, with "1" being the highest possible response.

- Overall, and in all regions, the highest ranking was allocated to 'the environmental impact of operating water-powered or hydroelectric dams' (2.9 out of 6).

- However, among all six areas of operation measured, there was little distinction elicited in terms of their ranking.

Ranking Of B.C. Hydro's Handling Of Each Of The Following From an Environmental Protection Standpoint:	Ranking *(Highest = 1.0, Lowest = 6.0)*				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
The environmental impact of operating water powered or hydroelectric dams	2.9	3.1	2.6	2.8	2.7
The transportation, storage and disposal of hazardous materials	3.3	3.2	3.4	3.4	3.3
The impact of Hydro installations on fish and wildlife habitat	3.5	3.5	3.6	3.6	3.3
The impact of constructed hydroelectric dams on existing and future recreational areas	3.6	3.6	3.5	3.9	3.7
The use of herbicides to control vegetation around power lines	3.8	3.8	3.9	3.5	3.7
Health effects of living near transmission lines	3.9	3.8	3.9	3.9	4.2
Base:	*600*	*224*	*125*	*126*	*125*

Ranking Of B.C. Hydro's Handling Of Each Of The Following From an Environmental Protection Standpoint:	% of British Columbians who ranked each of the following first:				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
The environmental impact of operating water powered or hydroelectric dams	28	24	36	31	30
The impact of constructed hydroelectric dams on existing and future rrecreational areas	16	18	12	14	16
The transportation, storage and disposal of hazardous materials	15	14	18	16	14
Health effects of living near transmission lines	12	14	8	9	6
The impact of Hydro installations on fish and wildlife habitat	10	9	10	10	14
The use of herbicides to control vegetation around power lines	9	10	7	10	11
Base:	600	284	125	186	125

ENVIRONMENTAL CONDUCT OF B.C. HYDRO

- Most British Columbians (75%) believe that B.C. Hydro should not simply comply with existing regulations to protect the environment, but should instead play a leadership role by setting an example for others to follow in its approach to the environment.

- This is the preference of the majority of people in each of the four regions examined.

Conduct Expected From B.C. Hydro When It Comes To Environmental Issues	% of British Columbians				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
Expect B.C. Hydro to play a leadership role and set an example for others to follow in its approach to the environment	75	73	74	72	86
Expect B.C. Hydro to comply with existing regulations to protect the environment, but not necessarily play a leadership role	25	27	26	28	14
Base:	600	294	135	136	135

- Consistently since 1990, three in four British Columbians (75%) expect an environmental leadership role from B.C. Hydro.

Conduct Expected From B.C. Hydro When It Comes To Environmental Issues	% of British Columbians		
	Jan. 1990	June 1991	Apr. 1992
Expect B.C. Hydro to play a leadership role and set an example for others to follow in its approach to the environment	75	73	75
Expect B.C. Hydro to comply with existing regulations to protect the environment, but not necessarily play a leadership role	25	26	25
Base:	600	601	600

The majority of Vancouver residents continue to expect an environmental leadership role from B.C. Hydro, unchanged over the past four years.

Conduct Expected From B.C. Hydro When It Comes To Environmental Issues	% of Vancouver residents			
	Jan. 1989	Jan. 1990	June 1991	Apr. 1992
Expect B.C. Hydro to play a leadership role and set an example for others to follow in its approach to the environment	73	76	71	73
Expect B.C. Hydro to comply with existing regulations to protect the environment, but not necessarily play a leadership role	27	24	28	27
Base:	*275*	*225*	*224*	*224*

WILLINGNESS TO PAY HIGHER RATES IN ORDER TO REDUCE THE IMPACT ON THE ENVIRONMENT OF EXISTING DAMS AND POWER STATIONS

- While one in two (53%) report they would be unwilling to pay more on their electricity bill to allow B.C. Hydro to reduce the impact on the environment of existing dams and power stations which generate electricity, 45% would be willing to pay more.

- Among those who would be willing to pay more, an average increase of 3.7% was reported, less in the Interior than in Vancouver or Vancouver Island.

What Percentage Would You Be Willing To Have Your Electricity Bill Increase By, In Order To Allow Hydro To Reduce The Impact On The Environment Of Existing Dams And Power Stations Which Generate Electricity?	% of British Columbians				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
0% / nothing	53	52	46	74	58
1%-4%	13	13	12	9	17
5%-9%	10	9	14	5	10
10%-14%	15	15	18	8	14
15% or more	7	7	8	2	2
Average % increase	3.7	3.9	4.5	1.8	2.5
Base:	600	250	125	125	125

- In terms of a dollar amount increase on their monthly bill, an average of $4.50 was reported among those willing to pay for these activities by B.C. Hydro.

How Much In Terms Of Dollars Per Month Would You Be Willing To Have Your Electricity Bill Increase By, In Order To Allow Hydro To Reduce The Impact On The Environment Of Existing Dams And Power Stations Which Generate Electricity?	% of British Columbians				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
$0 / nothing	52	52	45	75	58
$1 - $4	12	12	13	9	19
$5 - $9	11	10	14	8	12
$10 - $14	12	11	16	6	9
$15 or more	8	11	7	1	2
Average $ increase per month	4.3	4.9	4.5	1.5	2.9
Base:	*600*	*224*	*125*	*126*	*125*

AWARENESS OF THE EFFECTS OF ELECTRIC AND MAGNETIC FIELDS

- Respondents were read the following question:

> *As you may know, every wire that carries electricity produces an electric and magnetic field which surrounds the wire. This includes the cord on your toaster and refrigerator as well as large scale power lines which carry electricity from one town or city to another.*
>
> *Have you heard or read anything, in the past year, about the possible health or environmental effects of electric and magnetic fields?*

- Slightly more claim to have heard or read something (55%) than have not (45%).

Past Year Awareness Of The Possible Health Or Environmental Effects Of Electric And Magnetic Fields	% of British Columbians				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
Yes, have heard or read something	55	51	62	53	60
No, have not heard or read anything	45	49	38	47	40
Base:	*600*	*224*	*125*	*126*	*125*

- The majority of British Columbians are more likely to indicate they are not familiar (64%) than they are familiar (36%) with the various arguments which have been made concerning electric and magnetic fields.

Familiarity With The Various Arguments Which Have Been Made Concerning Electric And Magnetic Field Effects	% of British Columbians				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
Very familiar	6	5	7	6	5
Somewhat familiar	30	29	33	28	32
Not very familiar	34	34	31	35	37
Not familiar at all	30	32	29	31	26
Base:	*600*	*224*	*125*	*126*	*125*

HIGH VOLTAGE TRANSMISSION LINES

- When asked directly, six in ten (62%) indicate they believe that high voltage transmission lines have a detrimental effect on the health of the people living or working near them.

Incidence Of Believing That High Voltage Transmission Lines Pose Any Threat To The Health Of People Living Or Working Near Them	% of British Columbians				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
Yes	62	66	62	42	56
No	35	32	34	55	42
Don't know/ no opinion	3	2	4	3	2
Base:	*600*	*224*	*125*	*126*	*125*

- This incidence level has strengthened slightly since 1991 (+4%) but considerably since 1990 (+16%) among British Columbians.

Incidence Of Believing That High Voltage Transmission Lines Have Any Detrimental Effects On The Health Of People Living Or Working Near Them	% of British Columbians		
	Jan. 1990	June 1991	Apr. 1992
Yes	46	58	62
No	26	26	35
Don't know/ no opinion	29	17	3
Base:	*600*	*601*	*600*

Vancouver residents are more likely to have an opinion this year and it is most likely to be that they believe that high voltage transmission lines have detrimental effects on the health of people living or working near them.

Incidence Of Believing That High Voltage Transmission Lines Have Any Detrimental Effects On The Health Of People Living Or Working Near Them	% of Vancouver residents			
	Jan. 1989	Jan. 1990	June 1991	Apr. 1992
Yes	38	37	57	66
No	24	28	28	32
Don't know/ no opinion	38	35	16	2
Base:	*275*	*225*	*224*	*224*

When questioned on the specific detrimental effects of transmission lines on the health of people living or working near them, the risk of sickness, especially cancer, is the effect which comes most to mind.

Negative Effects Associated With High Power Or High Voltage Transmission Lines On People Living Or Working Near Them *(Selected)*	% of British Columbians				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
General sickness/ affects general sense of well being/ reduced energy level/ health hazard	29	32	30	10	18
None	23	17	27	41	33
Cancer	18	24	11	5	10
Safety hazard (general mention)	9	10	9	5	6
Look ugly	8	9	6	5	11
Risk of electrocution	5	6	2	5	6
Negative effects on animals	4	4	3	6	4
Transmission lines should be laid underground	3	3	5	1	2
Need to cut down trees to put up lines	3	2	4	3	3
Genetic defects/ Downs Syndrome/ problems with fetus/ deformities in babies/ problems for pregnant women	2	1	1	-	7
Don't know	8	8	6	17	8
Base:	*600*	*224*	*125*	*126*	*125*

- Compared with 1991, British Columbians are more likely to be able to cite something specifically as a negative affect associated with transmission lines on people living or working near them.

Negative Effects Associated With High Power Or High Voltage Transmission Lines On People Living Or Working Near Them *(Selected)*	% of British Columbians	
	June 1991	April 1992
General sickness/ affects general sense of well being/ reduced energy level/ health hazard	10	29
Cancer	25	18
Safety hazard (general mention)	-	9
Look ugly	-	8
Risk of electrocution	-	5
Negative effects on animals	-	4
Transmission lines should be laid underground	-	3
Need to cut down trees to put up lines	-	3
Genetic defects/ Downs Syndrome/ problems with fetus/ deformities in babies/ problems for pregnant women	8	2
None	42	23
Don't know	8	8
Base:	*601*	*600*

- Vancouver residents were also more likely this year than last to cite negative effects associated with transmission lines.

Negative Effects Associated With High Power Or High Voltage Transmission Lines On People Living Or Working Near Them *(Selected)*	% of Vancouver residents	
	June 1991	April 1992
General sickness/ affects general sense of well being/ reduced energy level/ health hazard	12	32
Cancer	22	24
Safety hazard (general mention)	-	10
Look ugly	-	9
Risk of electrocution	-	6
Negative effects on animals	-	4
Transmission lines should be laid underground	-	3
Need to cut down trees to put up lines	-	2
Genetic defects/ Downs Syndrome/ problems with fetus/ deformities in babies/ problems for pregnant women	8	1
None	44	17
Don't know	8	8
Base:	*224*	*224*

- The research indicates that half (53%) of all British Columbians consider the health effect of high voltage transmission lines to be at least a somewhat serious threat (15% consider it to be a very serious threat).

The Effect On Health Of High Voltage Transmission Lines Is...	% of British Columbians				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
A very serious threat	15	18	9	9	12
A somewhat serious threat	38	37	42	28	37
Not too serious threat	9	10	10	2	7
No threat perceived	38	35	39	61	44
Index *(Maximum = 100)*	70	71	66	72	70
Base:	*600*	*224*	*125*	*126*	*125*

- While the question was revised, more than one in two (53%) British Columbians continue to perceive the effect on health of high voltage transmission lines is at least somewhat serious.

The Effect On Health Of High Voltage Transmission Lines Is...	% of British Columbians	
	June 1991	April 1992
A very serious threat	28	15
A somewhat serious threat	24	38
Not too serious threat	5	9
No threat perceived	42	38
Index *(Maximum=100)*	79	70
Base:	*601*	*600*

**Note: In the 1991 report, the following question was asked: "How serious a problem do you think the effect on health of high voltage transmission lines is? Is it a very serious problem/ a somewhat serious problem/ a little serious problem/ not a serious problem at all?"*

- Among Vancouver residents, more than one in two (55%) continue to perceive a very or somewhat serious threat from high voltage transmission lines.

The Effect On Health Of High Voltage Transmission Lines Is...	% of Vancouver residents	
	June 1991	April 1992
A very serious threat	29	18
A somewhat serious threat	20	37
Not too serious threat	7	10
No threat perceived	44	35
Index *(Maximum=100)*	79	71
Base:	*224*	*224*

**Note: In the 1991 report, the following question was asked: "How serious a problem do you think the effect on health of high voltage transmission lines is? Is it a very serious problem/ a somewhat serious problem/ a little serious problem/ not a serious problem at all?"*

- British Columbians are more likely to believe that smaller power lines pose a health threat to people living or working near them (20%) than that cords and wires in household appliances pose a threat to the health of those using them.

	% of British Columbians				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
Incidence Of Believing That The Smaller Power Lines Pose Any Threat To The Health Of People Living Or Working Near Them					
Yes	20	25	13	10	17
No	78	73	86	89	82
Don't know/ no opinion	2	2	1	1	1
Incidence Of Believing That The Cords And Wires In Household Appliances Pose Any Threat To The Health Of People Using Them					
Yes	14	15	14	10	14
No	84	82	85	88	85
Don't know/ no opinion	2	3	1	2	1
Base:	*600*	*224*	*125*	*126*	*125*

- British Columbians are also more likely to perceive smaller power lines (14%) than cords and wires in household appliances (8%) to be at least a somewhat serious threat, but the vast majority do not perceive any threat from these sources at all.

	% of British Columbians				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
The Effect On Health Of Smaller Power Lines Is...					
A very serious threat	1	1	2	2	-
A somewhat serious threat	13	17	8	3	9
Not too serious threat	6	6	3	3	9
No threat perceived	80	76	87	92	82
Index *(Maximum=100)*	60	60	63	64	50
The Effect On One's Personal Health Of Cords And Wires In Household Appliances Is...					
A very serious threat	1	1	-	2	-
A somewhat serious threat	7	9	4	6	7
Not too serious threat	6	5	10	2	6
No threat perceived	86	85	86	90	87
Index *(Maximum=100)*	53	57	43	67	51
Base:	*600*	*224*	*125*	*126*	*125*

SECTION NINE

B.C. HYDRO'S PUBLIC INFORMATION PROGRAM

B.C. HYDRO'S INFORMATION TO THE PUBLIC ABOUT ITS OPERATIONS, SERVICES, AND PROGRAMS

- Two in three (65%) British Columbians claim to know that B.C. Hydro provides information to the public about its operations, services and programs.

Incidence Of Knowing B.C. Hydro Provides Information To The Public About Its Operations, Services, And Programs	Total	% of British Columbians			
		REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
Yes	65	65	70	61	58
No	35	35	30	39	41
Base:	*600*	*224*	*125*	*126*	*125*

INFORMATION PEOPLE WANT AND HOW THEY WANT TO RECEIVE IT

- Respondents were asked in an unaided, open-ended question, what type of information they would be interested in receiving from B.C. Hydro.

- The research indicates that British Columbians are interested in hearing from Hydro on a broad range of subject areas.

- At least one in five British Columbians would like to receive information from B.C. Hydro on ...

    - environmental protection policies or programs (named by 28%)
    - future plans/ forecasting (21%)
    - rates (20%)
    - conservation of electricity (20%)
    - energy efficiency (19%).

- Note that these subject areas tend to parallel people's major concerns about Hydro and its operations.

Type Of Information You Would Like To Receive From B.C. Hydro Concerning The Company Or Any Other Aspect Of Its Operations Or Service *(Selected)*	% of British Columbians				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
Environmental protection policies/ programs	28	27	33	22	27
Future plans/ forecasting	21	20	22	21	23
Rates	20	20	22	21	15
Conservation of electricity/ conservation tips	20	20	21	15	19
Energy efficiency	19	20	19	21	14
Future energy sources/ options	16	15	22	18	12
Exporting of electricity	15	14	15	22	14
Research and development	13	14	11	11	6
Safety related information	12	10	14	15	17
Billing procedures information	11	12	7	15	10
Operational efficiency	10	11	7	7	8
Public involvement/ opportunities for public involvement	9	9	7	17	11
Information about procedures to follow or who to contact at B.C Hydro when problems arise	8	10	4	10	6
Acid rain	5	6	3	9	6
Base:	*600*	*224*	*125*	*126*	*125*

- The following table summarizes and compares respondent,answers with those recorded previously.

Type Of Information You Would Like To Receive From B.C. Hydro Concerning The Company Or Any Other Aspect Of Its Operations Or Service *(Selected)*	% of British Columbians		
	Jan. 1990	June 1991	Apr. 1992
Environmental protection policies/ programs	48	52	28
Future plans/ forecasting	36	33	21
Rates	43	34	20
Conservation of electricity/ conservation tips	29	24	20
Energy efficiency	31	23	19
Future energy sources/ options	26	17	16
Exporting of electricity	26	13	15
Research and development	22	13	13
Safety related information	18	12	12
Billing procedures information	18	10	11
Operational efficiency	13	11	10
Public involvement/ opportunities for public involvement	17	16	9
Information about procedures to follow or who to contact at B.C Hydro when problems arise	13	9	8
Acid rain	17	9	5
Base:	*600*	*601*	*600*

- The following table summarizes responses to this question from Vancouver residents over the past five tracking waves.

Type Of Information You Would Like To Receive From B.C. Hydro Concerning The Company Or Any Other Aspect Of Its Operations Or Service *(Selected)*	% of Vancouver residents				
	Feb. 1988	Jan. 1989	Jan. 1990	June 1991	Apr. 1992
Rates	48	55	46	34	20
Future plans/ forecasting	40	40	34	33	20
Environmental protection policies/ programs	36	46	40	52	27
Conservation of electricity/ conservation tips	34	42	32	24	20
Energy efficiency	32	41	35	23	20
Exporting of electricity	31	32	26	13	14
Public involvement/ opportunities for public involvement	30	29	16	16	9
Future energy sources/ options	28	32	22	17	15
Operational efficiency	25	19	12	11	11
Information about procedures to follow or who to contact at B.C Hydro when problems arise	25	35	15	9	10
Safety related information	22	34	18	12	10
Billing procedures information	21	27	20	10	12
Acid rain	21	33	23	9	6
Research and development	19	29	22	13	14
Base:	*250*	*275*	*225*	*224*	*224*

SECTION TEN

OTHER ISSUES

- A number of other issues were briefly addressed in this year's research.

DAM CONSTRUCTION AND RESERVOIR DEVELOPMENT

- Respondents were asked the following question in order to explore people's feelings concerning the inevitability of construction of a major new dam for generating electricity: "In your opinion, is a major new dam for generating electricity inevitable by the year 2000, or do you think that B.C. Hydro has a supply of electricity which is sufficient into the foreseeable future?".

- The research indicates that British Columbians are much more likely to believe that the province's supply of electricity is sufficient into the future (66%) than they are to believe that the construction of a new dam is inevitable (31%).

Opinion On Inevitability Of A Major New Dam	% of British Columbians				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
Dam is inevitable	31	32	26	33	38
Supply of electricity is sufficient into the future	66	66	69	63	60
Base:	*600*	*224*	*125*	*126*	*125*

- Since 1990, British Columbians are more likely to believe the future supply of electricity is sufficient for the province.

Opinion On Inevitability Of A Major New Dam	% of British Columbians		
	Jan. 1990	June 1991	Apr. 1992
Dam is inevitable	50	40	31
Supply of electricity is sufficient into the future	46	58	66
Base	*600*	*601*	*600*

THE PORT MOODY GENERATING STATION AND NATURAL GAS GENERATING STATION EMISSIONS

- Respondents who live in the Lower Mainland area of the province were questioned on their awareness of, and reaction to, the Port Moody natural gas electricity generating station.

- The research indicates that two in three people in the area (62%) are not aware of the existence of the station.

Incidence Of Awareness That B.C. Hydro Operates A Natural Gas Electricity Generating Station At Port Moody In Vancouver	% of Lower Mainland respondents	
	June 1991	April 1992
Yes	41	38
No	59	62
Base:	*242*	*239*

- Overall this year, fewer from the lower mainland indicate any awareness of any environmental problems associated with the generating station.

Incidence Of Awareness Of Any Environmental Problems Associated With The Generating Station	% of Lower Mainland respondents	
	June 1991	April 1992
Yes	17	8
No	24	30
Not aware of station	59	62
Base:	*242*	*239*

- Among the few (19 people out of 239) who believe there are environmental problems associated with the generating station, the following verbatim comments were cited:

Air pollution and water pollution (6 mentions)

Water discharge. They should pre-cool their discharge

Port Moody has lower ozone layer permitting harmful sun rays through the atmosphere

The thermal station can cause heat inversion layers in the lower North Fraser Valley

Emissions from burning gas

Gas burning

A lot of oily water and oil on the rocks

Concerns about spillage and the containment ponds leeking into the soil

Belching smokestacks

I guess they shut it down because of environmental problems

POWER FAILURES

Momentum Of Power Failures Or Blackouts

- Among British Columbians who have perceived a change in the number of power failures or blackouts in the past year, more are likely to believe they have decreased (16%) rather than increased (6%).

- Vancouver Island residents stand out as being most likely to indicate that power failures or blackouts have increased.

During The Past 12 Months Or So, Has The Number Of Power Failures Or Blackouts In Your Area Increased, Decreased Or Stayed The Same?	% of British Columbians				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
Increased	6	5	11	2	2
Decreased	16	18	10	15	18
Stayed the same	78	77	78	83	79
Net change (increased - decreased)	**-10**	**-13**	**+1**	**-13**	**-16**
Base:	*600*	*224*	*125*	*126*	*125*

- Those who stated that power failures or blackouts have increased cited the following reasons:

Reasons For The Increase In Power Failures Or Blackouts	% of British Columbians who stated that power failures or blackouts have increased during the past 12 months
Poor weather conditions, such as storms	62
Accidents, such as cars hitting power poles	18
Planned Hydro system maintenance	4
Or, some other reason	8
Don't know	7
Base:	*31**

** Caution: Small base*

- The number of power failures or blackouts experienced in the past year is not likely to reflect on the job B.C. Hydro is doing.

Does The Number Of Power Failures Or Blackouts You Experienced In The Past Year Indicate That B.C. Hydro Is Not Doing As Good A Job As It Should?	% of British Columbians				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
Yes, indicates Hydro is not doing a good job	6	6	4	3	6
No, does not reflect on Hydro	93	93	94	97	89
Base:	*600*	*224*	*125*	*126*	*125*

Length Of Time The Power Is Off

- In the past year, British Columbians are more likely to report the length of time power is off during any power failure has decreased rather than increased.

During The Past 12 Months Or So, Has The Length Of Time The Power Is Off During Any Power Failure In Your Area Increased, Decreased Or Stayed The Same?	% of British Columbians				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
Increased	5	6	6	2	2
Decreased	17	18	18	10	16
Stayed the same	77	76	75	87	78
Net change	**-12**	**-12**	**-12**	**-8**	**-14**
Base:	*600*	*224*	*125*	*126*	*125*

- Only 6% of British Columbians believe that the length of power failures or blackouts reflects on B.C. Hydro's job performance.

Does The Average Length Of A Power Failure Or Blackout You Experienced In The Past Year Indicate That B.C. Hydro Is Not Doing As Good A Job As It Should?	% of British Columbians				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
Yes, indicates Hydro is not doing a good job	6	8	3	3	5
No, does not reflect on Hydro	93	92	94	97	92
Base:	*600*	*224*	*125*	*126*	*125*

POWER SURGES OR FLUCTUATIONS

- One in ten British Columbians (11%) claim to have experienced power surges or fluctuations which caused their home computer or electrical appliances to malfunction.

During The Past 12 Months, Have You Experienced Any Power Surges Or Fluctuations Which Caused Your Home Computer Or Electrical Appliances To Malfunction?	% of British Columbians				
	Total	REGION			
		Vanc.	Vanc. Island	North. Interior	South. Interior
Yes	11	9	11	18	14
No	89	91	89	82	86
Base:	*600*	*224*	*125*	*126*	*125*

FINANCIAL RESPONSIBILITY FOR POWER OUTAGES

- The responsibility of property owners for some types of power outages was explored in this research with the following question: "Should property owners with trees on their property be held financially responsible for power outages caused by branches falling off their trees?".

- On this issue, the research indicates that British Columbians continue to be about evenly divided.

Should Property Owners With Trees On Their Property Be Held Financially Responsible For Power Outages Caused By Branches Falling Off Their Trees?	% of British Columbians					
	Total		REGION			
	June 1991	April 1992	Vanc.	Vanc. Island	North. Interior	South. Interior
Yes	49	52	55	46	36	58
No	48	48	45	53	64	41
Base:	*601*	*600*	*224*	*125*	*126*	*125*

SECTION ELEVEN
BASIC DATA

Characteristics Of The Sample	% of British Columbians					
	TOTAL		REGION			
	June 1991	Apr. 1992	Vanc.	Vanc. Island	North. Interior	South. Interior
Age						
18 to 24	10	9	10	7	9	10
25 to 29	13	11	13	9	9	10
30 to 34	16	13	13	13	15	10
35 to 39	10	13	15	11	10	7
40 to 44	13	13	14	13	14	7
45 to 49	8	10	9	11	7	13
50 to 54	8	6	7	3	11	6
55 to 59	6	6	7	3	8	3
60 to 64	3	5	4	6	7	8
65 or older	14	14	8	23	10	26
Average (years)	42	43	41	46	43	47
Number Of People In Household						
One	15	9	7	12	11	13
Two	36	29	21	40	34	47
Three	18	19	20	20	21	14
Four	21	24	29	18	21	17
Five	7	12	15	6	10	6
Six or more	3	7	9	3	2	3
Average (people)	3.0	3.5	3.9	2.9	3.0	2.8
Marital Status						
Married	56	64	64	64	73	59
Never married	19	17	18	16	13	18
Widowed	7	7	6	9	4	10
Divorced	14	8	8	8	7	10
Separated	3.0	2	3	2	1	1
Education						
Some/ completed elementary school	5	5	4	5	12	11
Some/ completed high school	48	44	42	45	59	41
Some/ completed technical school	10	13	15	11	4	12
Some/ completed community college	19	15	13	14	17	23
Some/ completed university	14	17	19	18	7	10
Some/ completed graduate school	4	5	6	6	2	2

Characteristics Of The Sample *(Cont'd.)*	% of British Columbians					
	TOTAL		REGION			
	June 1991	Apr. 1992	Vanc.	Vanc. Island	North. Interior	South. Interior
Union Membership						
Yes	37	40	46	32	39	26
No	62	59	54	66	57	74
Types Of Housing						
An apartment	18	6	5	7	9	6
A townhouse	21	22	32	8	1	10
A duplex or triplex	4	4	2	4	10	8
A detached house	54	67	59	80	81	72
Age Of Home						
Average (years)	23	28	29	26	25	24
Electricity Bill						
Pay own electricity	80	90	92	88	90	76
Rent, electricity included	11	8	6	12	10	22
Main Type Of Home Heating Fuel Used						
Natural gas	46	58	75	5	71	85
Electricity	30	26	21	48	10	9
Oil	15	11	2	34	10	3
Other	8	4	-	12	8	3
Ownership						
Rent	43	33	38	27	23	27
Own	54	57	46	73	75	70
Monthly Hydro Bill						
Average ($)	78	51	63	32	37	36
Employment Status						
Working full time	49	46	52	38	42	34
Working part time	11	11	11	10	10	10
Unemployed/ looking for work/ laid off	8	7	8	5	10	5
Student/ attending school	3	6	7	3	2	8
Housewife/ not in work force by choice	9	10	9	13	14	8
Retired	16	17	10	27	14	32
Disabled/ handicapped	3	2	1	3	4	2

Characteristics Of The Sample *(Cont'd.)*	% of British Columbians					
	TOTAL		REGION			
	June 1991	Apr. 1992	Vanc.	Vanc. Island	North. Interior	South. Interior
Occupation						
Professional	10	8	8	11	6	5
Executive/ administrative	6	11	12	11	6	5
Clerical/ office work	23	19	20	21	9	17
Sales/ agency sales	5	3	3	2	8	-
Skilled/ service/ labour	25	30	27	32	43	38
Artistic/ literary/ sports	1	2	3	-	-	-
Unskilled/ service/ labour	16	20	21	17	19	10
Paraprofessional/ technical	5	2	2	-	4	14
Owners/ self-employed	5	3	3	2	4	12
Incidence Of Owning Own Business						
Yes	11	12	13	9	7	14
No	88	87	86	90	90	86
Length Of Time Living In British Columbia						
Less than 1 year	4	1	-	1	2	2
1 to 5 years	8	8	7	10	3	9
6 to 10 years	5	4	4	7	1	2
More than 10 years	83	87	88	82	94	86
Average (years)	11	11	11	11	11	11
Household Income						
Under $10,000	7	4	3	5	8	8
$10,000 to $14,999	10	4	2	7	9	10
$15,000 to $19,999	7	6	5	8	8	7
$20,000 to $24,999	8	6	5	4	12	8
$25,000 to $29,999	8	9	9	7	7	17
$30,000 to $34,999	13	11	9	16	8	10
$35,000 to $39,999	6	5	6	5	2	2
$40,000 to $44,999	8	7	8	6	7	2
$45,000 to $49,999	6	4	4	2	6	4
$50,000 or more	17	28	30	27	27	14
Average yearly income ($)	-	39	42	37	36	30
Community Size						
The country	5	1	1	1	4	4
A town of under 50,000	25	22	5	38	45	60
A town of 50,000 to 100,000	10	12	-	21	47	35
A town of 100,000 or more	59	62	92	31	2	-

QUESTIONNAIRE

-

1 2 3 4 5

6-0
7-1
8-
9-
10-1

cpi CANADIAN POLLING INSTITUTE

PROJECT #929057

INTERVIEW START TIME _____

Good morning/afternoon/evening. My name is _____ of Canadian Polling Institute, a national survey and opinion research firm. We are conducting an opinion survey across the province this week on various aspects of life in British Columbia today. I would appreciate hearing your opinions. We are not selling anything. We are simply interested in your attitudes and opinions. Can you spare some time to answer some questions for me? Thank you.

SCREEN FOR APPROPRIATE HOUSEHOLD HEAD, 18 YEARS OF AGE OR OLDER, AS OUTLINED IN YOUR INTERVIEWER INSTRUCTIONS AND BEGIN INTERVIEW.

SCREENER

A. We are interested in the occupations of people. Do you, or does anyone in your household work for ...

	Yes	No
A radio or television station	☐	☐
A newspaper or magazine	☐	☐
An advertising agency or public relations firm	☐	☐
A market/opinion research firm	☐	☐
A public utility	☐	☐

IF 'YES' TO ANY OF THE ABOVE, TERMINATE.

B. Sex: Male ☐11-1 Female ☐2

CHECK QUOTAS, TERMINATE IF QUOTA FILLED

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SECTION ONE

1. First, please think for a moment about your lifestyle and the way you use electricity. Where would you place yourself on the following 1 to 10 scale where a rating of 1 means you do not pay much attention to the amount of electricity you use and a rating of 10 means you pay very close attention to trying to limit the amount of electricity you use. *(CIRCLE APPROPRIATE NUMBER BELOW)*

Don't pay much attention to the amount of electricity you use									Pay very close attention to trying to limit the amount of electricity you use	
1	2	3	4	5	6	7	8	9	10	(12-)

READ QUESTION ON NEXT PAGE TO RESPONDENT THEN HAND QUESTIONNAIRE TO RESPONDENT TO COMPLETE Q.2. THEN TAKE BACK QUESTIONNAIRE AND CHECK FOR PROPER COMPLETION.

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2. Now, we would like you to rate the service provided by four organizations ... *(ROTATE)* ... *i)* electricity service from B.C. Hydro. *ii)* postal service from Canada Post. *iii)* gas service from your local natural gas company or utility and *iv)* telephone service from B.C. Telephone. You can do this by rating the service on a scale from 1 to 10, where "1" means extremely poor service and "10" means extremely good service and the numbers in between represent the various degrees. Let's begin. How would you rate ...

(ROTATE)		Extremely poor service									Extremely good service	
i)	the electrical service from B.C. Hydro	1	2	3	4	5	6	7	8	9	10	(13)
ii)	the postal service from Canada Post	1	2	3	4	5	6	7	8	9	10	
iii)	the natural gas service from your local gas company	1	2	3	4	5	6	7	8	9	10	
iv)	the telephone service from B.C. Telephone	1	2	3	4	5	6	7	8	9	10	(16)

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SECTION TWO

Now I would like to ask you some questions about your impression of B.C. Hydro.

1. Overall, would you say your impression or opinion of B.C. Hydro is ...

Very favourable	☐	17-1
Somewhat favourable	☐	2
Somewhat unfavourable	☐	3
Very unfavourable	☐	4

2a) If you had to choose one thing that you like, or are favourably impressed with about B.C. Hydro, what would it be? *(GET AS DETAILED AN ANSWER AS POSSIBLE)*

(1) _____ 18-19

2b) If you had to choose one thing that you dislike, or are dissatisfied with about B.C. Hydro, what would it be? *(GET AS DETAILED AN ANSWER AS POSSIBLE)*

(1) _____ 20-21

3a) In the past 12 months, has your impression of B.C Hydro ...

Changed for the better	☐	22-1
Remained the same	☐	2 GO TO Q. 4a)
Changed for the worse	☐	3

3b) UNLESS "REMAINED THE SAME", ASK ...
Why has your opinion of B.C. Hydro changed for the better/for the worse over the past 12 months?

_____ 23-24
25-26
_____ 27-28
29-30
_____

4a) ASK EVERYONE
In your opinion, what is the most important issue or challenge facing B.C. Hydro today? *(ACCEPT ONLY ONE RESPONSE. GET AS DETAILED AN ANSWER AS POSSIBLE)*

_____ 31-32
33-34
_____ 35-36
37-38
_____

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4b) Are you very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied with the way B.C. Hydro is handling that issue? *(ISSUE MENTIONED IN RESPONSE TO QUESTION 4a)*

Very satisfied	☐ 39-1
Somewhat satisfied	☐ 2
Not very satisfied	☐ 3
Not at all satisfied	☐ 4

- READ Q.5a) TO RESPONDENT THEN HAND RESPONDENT QUESTIONNAIRE TO COMPLETE. TAKE BACK QUESTIONNAIRE AND CHECK FOR PROPER COMPLETION.
- READ Q. 5b) TO RESPONDENT THEN HAND RESPONDENT QUESTIONNAIRE TO COMPLETE. TAKE BACK QUESTIONNAIRE AND CHECK FOR PROPER COMPLETION.

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5a) I would like you to use a 1 to 10 scale to indicate how descriptive you feel each of the following words or phrases is of B.C. Hydro. A rating of 10 means you feel it is very descriptive of B.C. Hydro, a rating of 1 means you feel it does not describe B.C. Hydro at all, and the numbers between represent the degrees between. Let's begin, using this 1 to 10 scale. How descriptive do you feel each of the following is of B.C. Hydro ...

	Does not describe B.C. Hydro at all									Very descriptive of B.C. Hydro	
Is hampered by government intervention or interference	1	2	3	4	5	6	7	8	9	10	(40)
Is a world leader in its field	1	2	3	4	5	6	7	8	9	10	
Is honest and trustworthy concerning it's dealings with the public	1	2	3	4	5	6	7	8	9	10	
Is arrogant in the way it treats customers	1	2	3	4	5	6	7	8	9	10	
Does a good job of forecasting future power needs	1	2	3	4	5	6	7	8	9	10	(44)
Has very few power outages	1	2	3	4	5	6	7	8	9	10	
Provides good value for the price they charge for electricity	1	2	3	4	5	6	7	8	9	10	
Tries to show its customers how to keep the cost of their electricity bill down	1	2	3	4	5	6	7	8	9	10	
Tries to show its customers how to use electricity as efficiently as possible	1	2	3	4	5	6	7	8	9	10	(48)

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5b) Now I would like you to use a one to ten scale to indicate how satisfied you are with each of the following aspects of the service you receive from B.C. Hydro. A rating of "1" means that you are <u>not satisfied at all</u> and a rating of "10" means you are <u>very satisfied</u>. The numbers between represent the degrees between. How satisfied are you with the service you receive from B.C. Hydro and your local municipal utility in terms of _____ ?

	Not satisfied at all									Very satisfied	
Demonstrating a conscientiousness and concern for safety of the general public	1	2	3	4	5	6	7	8	9	10	(49)
Speed in restoring power when an outage arises	1	2	3	4	5	6	7	8	9	10	
Providing information on, or assistance concerning, how to use electricity more efficiently or cost effectively	1	2	3	4	5	6	7	8	9	10	
Ensuring there will be a reliable/ dependable supply of electricity; that is, power will be available when you want it	1	2	3	4	5	6	7	8	9	10	
Operating with the best interests of the British Columbia public in mind	1	2	3	4	5	6	7	8	9	10	
Encouraging public and customer input in decision-making	1	2	3	4	5	6	7	8	9	10	
Being a good corporate citizen	1	2	3	4	5	6	7	8	9	10	(55)
Keeping electricity rates reasonable	1	2	3	4	5	6	7	8	9	10	
Handling customer inquiries, complaints in an efficient, prompt, courteous manner	1	2	3	4	5	6	7	8	9	10	
Having simple, clear, easy to understand billing procedures	1	2	3	4	5	6	7	8	9	10	
Keeping customers well advised of any changes affecting rates billing procedures,service, etc.	1	2	3	4	5	6	7	8	9	10	
Keeping you informed about B.C. Hydro activities in your local area	1	2	3	4	5	6	7	8	9	10	
Carrying out all its operations in an environmentally responsible way	1	2	3	4	5	6	7	8	9	10	
Showing leadership in environmentally responsible practices	1	2	3	4	5	6	7	8	9	10	
Providing an opportunity for the public to participate in decisions about Hydro projects in their area	1	2	3	4	5	6	7	8	9	10	(63)

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	Not satisfied at all									Very satisfied	
Reading your meter accurately	1	2	3	4	5	6	7	8	9	10	(64)
Calculating your bill correctly or accurately	1	2	3	4	5	6	7	8	9	10	
Keeping electricity prices as low as possible	1	2	3	4	5	6	7	8	9	10	
Hydro does whatever it can to understand the health impact of high voltage transmission lines	1	2	3	4	5	6	7	8	9	10	
Hydro is managed in a cost effective way	1	2	3	4	5	6	7	8	9	10	
Hydro has a genuine concern for its customers' problems	1	2	3	4	5	6	7	8	9	10	
Hydro is an efficiently managed company	1	2	3	4	5	6	7	8	9	10	
Hydro treats customers like me fairly	1	2	3	4	5	6	7	8	9	10	(71)

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6. In your opinion, in choosing between the various options available in planning for B.C.'s future electricity needs, should B.C. Hydro attach greater importance to ...

Construction of new generating facilities	☐ 72-1
Encouraging consumers to use electricity wisely or efficiently by offering incentives	☐ 2

7a) During the past twelve months or so, has the number of power failures or blackouts in your area increased, decreased or stayed the same?

Increased	☐ 73-1	ASK Q.7b)
Decreased	☐ 2	SKIP TO Q.8
Stayed the same	☐ 3	SKIP TO Q.8

7b) IF "INCREASED", ASK ...
As far as you are aware, is this increase primarily due to ... *(READ LIST. ONE ANSWER ONLY.)*

Poor weather conditions, such as storms	☐ 74-1
Accidents, such as cars hitting power poles	☐ 2
Planned Hydro system maintenance	☐ 3
Or, some other reason	☐ 4

_____
(specify)

(DO NOT READ) Don't know ☐ 5

8. During the past twelve months, has the length of time the power is off during any power failure or blackout increased, decreased or stayed the same?

Increased	☐ 75-1
Decreased	☐ 2
Stayed the same	☐ 3

9a) In your opinion, does the number of power failures or blackouts you experienced in the past year indicate that B.C. Hydro is not doing as good a job as it should?

Yes, indicates Hydro not doing a good job	☐ 76-1
No, does not reflect on Hydro	☐ 2

9b) In your opinion, does the average length of a power failure or blackout you experienced in the past year indicate that B.C. Hydro is not doing as good a job as it should?

Yes, indicates Hydro not doing a good job	☐ 77-1
No, does not reflect on Hydro	☐ 2

10. During the past twelve months, have you experienced any power surges or fluctuations which caused your home computer or electrical appliances to malfunction?

Yes	☐ 78-1
No	☐ 2

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SECTION THREE

1. Now, on a different topic. Overall, would you describe current electricity rates as... *(READ LIST)*

Very reasonable	☐ 79-1
Somewhat reasonable	☐ 2
Somewhat unreasonable	☐ 3
Very unreasonable	☐ 4

2. Now, I would like you to tell me how much control you feel you have over the amount of electricity you use and your electricity costs. Please tell me on a scale of "1" to "10", where "1" means no control at all and "10" means a great deal of control, how much control you personally feel you have over .. *(READ LIST AND RECORD ANSWER FOR EACH)*

	No control at all									A great deal of control	
The dollar amount of your household's electricity bill	1	2	3	4	5	6	7	8	9	10	(80)
The amount of electricity you actually use in your household	1	2	3	4	5	6	7	8	9	10	(*8)

3. If you were to use electricity efficiently, how likely do you think it is that this would result in meaningful savings in terms of the amount of money you spend on electricity? Would you say it is very likely, somewhat likely, not very likely or not at all likely to result in meaningful savings?

Very likely	☐ 9-1
Somewhat likely	☐ 2
Not very likely	☐ 3
Not at all likely	☐ 4
(DO NOT READ) Do not pay for electricity	☐ 5

*** CARD 2**

4. There are several ways Hydro can charge customers for the electricity they use. Which of the following do you prefer ... *(READ LIST. ONE ANSWER ONLY.)*

All consumers pay the same rate regardless of the amount of electricity they use	☐ 10-1
Charge a higher rate to those who use a less than average amount of electricity	☐ 2
Charge a higher rate to those who use a greater than average amount of electricity	☐ 3

5. Do you think that electricity rates should be increased in order to encourage people to use electricity more efficiently and wisely?

Yes	☐ 11-1
No	☐ 2

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6. Now, please tell me whether you agree strongly, agree somewhat, disagree somewhat, or disagree strongly with the following statement.

	Agree strongly	Agree somewhat	Disagree somewhat	Disagree strongly
Compared with many other things that we have to buy these days, electricity is a good buy; it is cheap and economical	☐ 12-1	☐ 2	☐ 3	☐ 4

7. From whatever you have heard, read or seen, do you think that electricity rates in British Columbia are lower, higher, or about the same as electricity rates in: *(IF HIGHER OR LOWER, PROBE: A LOT OR SOMEWHAT)*

	Lower		Higher		About the same
	A lot	Somewhat	A lot	Somewhat	
Alberta	☐ 13-1	☐ 2	☐ 3	☐ 4	☐ 4
California	☐ 14-1	☐ 2	☐ 3	☐ 4	☐ 4
Ontario	☐ 15-1	☐ 2	☐ 3	☐ 4	☐ 4
The State of Washington	☐ 16-1	☐ 2	☐ 3	☐ 4	☐ 4

8. Some people have told us they do not understand how their electricity bill is calculated. Do you understand how your electricity bill is calculated?

Yes ☐ 17-1 No ☐ 2

READ Q.9 TO RESPONDENT THEN HAND RESPONDENT QUESTIONNAIRE TO COMPLETE. TAKE BACK QUESTIONNAIRE AND CHECK FOR PROPER COMPLETION.

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9. Which of the following statements best describes your understanding of how your electricity bill is calculated? *(Check One Answer Only)*

You pay a fixed price for each kilowatt hour of electricity you use no matter how many kilowatt hours you use	☐ 18-1
You pay a fixed price for each kilowatt hour of electricity used up to 275 kilowatt hours, and a slightly higher price for each kilowatt hour used over 275 hours	☐ 2
* You pay a fixed price for each kilowatt hour of electricity used up to 275 kilowatt hours, and a slightly lower price for each kilowatt hour used over 275 hours	☐ 3

(PLEASE HAND BACK QUESTIONNAIRE TO INTERVIEWER)

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10. UNLESS THE ASTERISK (*) COMMENT CHOSEN SAY ...

In fact, currently you pay a fixed price for each kilowatt hour of electricity used up to 275 kilowatt hours, and a slightly lower price for each kilowatt hour used over 275 hours.

11a) Some people have said to us that the way a residential customer's electricity bill is calculated encourages the consumption of electricity because the price per kilowatt hour is lower when more than 275 kilowatt hours are used than it is when less than 275 kilowatt hours are use. Does the current method of calculating a user's electricity bill encourage you, personally, to conserve electricity?

Yes	☐ 19-1
No	☐ 2

11b) Do you think it encourages others to conserve electricity?

Yes	☐ 20-1
No	☐ 2

12. Have you recently read or heard anything about a proposal from B.C. Hydro to redesign residential customer electricity rates?

Yes	☐ 21-1
No	☐ 2

13a) B.C. Hydro is proposing to bring in a flat rate structure. Under this rate structure you would pay a fixed price for each kilowatt hour of electricity you use no matter how many kilowatt hours you use. In comparison with the present rate structure where you pay a lower rate per kilowatt hour the more you use, do you strongly support, somewhat support, somewhat oppose or strongly oppose this change in the rate structure?

Strongly support the change to a flat rate structure	☐ 22-1
Somewhat support	☐ 2
Somewhat oppose	☐ 3
Strongly oppose the change	☐ 4

13b) Why?

_____ 23-24
25-26
_____ 27-28
29-30
_____

14a) Do you think that the proposed new method of calculating a monthly bill gives you more incentive, less incentive or no more or less incentive to conserve electricity than the current method does?

More incentive	☐ 31-1
Less incentive	☐ 2
No more or less incentive	☐ 3
(DO NOT READ) No opinion/ don't know	☐ 4

14b) Will you, personally, use more, less, or the same amount of electricity if Hydro changes to the proposed new method of calculating a monthly electricity bill?

More	☐ 32-1
Less	☐ 2
The same amount	☐ 3

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15a) How much more, if anything, would you be prepared to pay in your hydro bill in order to allow Hydro to offer financial incentives to consumers to conserve electricity or use electricity efficiently? That is, what percent increase?

_____ % 33-35
(DO NOT READ) Nothing/ 0% ☐ 36-1

15b) And how much more in terms of dollars per month?

_____ % 37-39
(DO NOT READ) Nothing/ 0% ☐ 40-1

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SECTION FOUR

1. Think for a moment about British Columbia's electricity requirements in the next five years. Overall, do you expect British Columbia's total electrical energy requirements in the next five years to be ...

Much greater than the current amount	☐ 41-1
Somewhat greater than the current amount	☐ 2
About the same as the current amount	☐ 3
Somewhat less than the current amount	☐ 4
Much less than the current amount	☐ 5
(DO NOT READ) Don't know/no opinion	☐ 6

2. Based on anything you have read, heard or seen, do you believe that British Columbia currently has...

More electrical generating capacity than it needs	☐ 42-1
Less electrical generating capacity than it needs	☐ 2
About the right amount	☐ 3
(DO NOT READ) Don't know/no opinion	☐ 4

READ Q.3 TO RESPONDENT THEN HAND RESPONDENT QUESTIONNAIRE TO COMPLETE. TAKE BACK QUESTIONNAIRE AND CHECK FOR PROPER COMPLETION.

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3. In your opinion, in choosing between the various options available in planning for British Columbia's future electricity needs, how much importance should B.C. Hydro attach to each of the following? Put a one next to the factor that you feel should be the most important consideration, a two next to the factor that you feel should be second most important, a three next to the factor you feel is third most important, and a four next to the factor that you feel is least important.

	RANK	*(Please use each rank number only once)*
Keeping electricity rates as low as possible	_____	
Ensuring there will always be an adequate supply of electricity	_____	
Minimizing pollution or negative effects on the environment	_____	
Encouraging consumers to use electricity wisely and efficiently	_____	(46)

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4. In your opinion, is a major new dam for generating electricity inevitable by the year 2000, or do you think that B.C. Hydro has a supply of electricity which is sufficient until the end of the century?

Dam is inevitable	☐ 47-1
Supply of electricity is sufficient	☐ 2

5. If B.C. Hydro has to choose between building a new dam and building a new natural gas burning generating station, which do you prefer it build?

Build a dam	☐ 48-1
Build a natural gas burning generating station	☐ 2

6. Do you think that burning natural gas to generate electricity is a waste of natural gas?

Yes	☐ 49-1
No	☐ 2

READ QUESTION ON NEXT PAGE TO RESPONDENT THEN HAND QUESTIONNAIRE TO RESPONDENT TO COMPLETE. TAKE BACK QUESTIONNAIRE AND CHECK FOR PROPER COMPLETION.

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SECTION FIVE

1. Now, please indicate whether you agree strongly, agree somewhat, disagree somewhat, or disagree strongly with each of the following statements.

	Agree strongly	Agree somewhat	Disagree somewhat	Disagree strongly
I never think about the possibility of B.C. Hydro running short of electricity. I assume there will always be enough electricity	☐50-1	☐2	☐3	☐4
B.C. Hydro should prepare material which could be used in schools to teach children about energy conservation	☐51-1	☐2	☐3	☐4
B.C. Hydro has not yet explained to the people of the province why they need to build a major new dam	☐52-1	☐2	☐3	☐4
By the end of the 1990's, British Columbia will not be able to meet all the demand for electricity unless the amount of electricity generating capacity in its system is increased	☐53-1	☐2	☐3	☐4
B.C. Hydro is promoting the efficient use of electricity primarily because it wants to delay the time when a new generating station will need to be built	☐54-1	☐2	☐3	☐4

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SECTION SIX

1a) How much electricity does British Columbia export to the U.S.? Would you say British Columbia exports ... *(READ LIST)*

A great deal	☐ 55-1
A moderate amount	☐ 2
A little	☐ 3
None	☐ 4 SKIP TO Q.1b)

1b) Do you support strongly, support somewhat, oppose somewhat or oppose strongly the export of electricity from British Columbia to the United States?

Support strongly	☐ 59-1
Support somewhat	☐ 2
Oppose somewhat	☐ 3
Oppose strongly	☐ 4

1c) Why do you feel this way?

_____ 60-61

62-63

_____ 64-65

66-67

_____

2. If some excess capacity was built into the province's electricity supply system, would you support strongly, support somewhat, oppose somewhat or oppose strongly the export of this excess electricity to the United States provided that this electricity would be available for use in British Columbia whenever it was really needed in the province?

Support strongly	☐ 68-1
Support somewhat	☐ 2
Oppose somewhat	☐ 3
Oppose strongly	☐ 4

3. Do you support strongly, support somewhat, oppose somewhat or oppose strongly the construction of <u>new</u> electricity generating facilities in British Columbia whose electricity will be entirely exported to the United States?

Support strongly	☐ 70-1
Support somewhat	☐ 2
Oppose somewhat	☐ 3
Oppose strongly	☐ 4

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4. Some people we have talked to argue that B.C. Hydro should build new generating stations now, even though the electricity is not needed in British Columbia at this time, because it is cheaper to build generating stations now than in fifteen or twenty years time when they will be needed here. In the meantime, the electricity generated by these stations can be exported to the United States until it is needed in B.C. How do you feel? Do you think ...*(CHECK ONE ANSWER ONLY)*

It is a good thing to build new generating stations now rather than waiting until they are needed because it is cheaper to build them now and their power can be exported to the U.S. until it is needed in B.C.	☐ 71-1
We should not build new generating stations in British Columbia until we need the electricity in this province	☐ 2

READ QUESTION ON NEXT PAGE TO RESPONDENT THEN HAND QUESTIONNAIRE TO RESPONDENT TO COMPLETE. TAKE BACK QUESTIONNAIRE AND CHECK FOR PROPER COMPLETION.

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5. Now, please indicate whether you agree strongly, agree somewhat, disagree somewhat or disagree strongly with each of the following statements.

	Agree strongly	Agree somewhat	Disagree somewhat	Disagree strongly
We should be building new generating facilities now, and selling their power to the U.S. until British Columbians need it because this will keep British Columbia electricity rates down in the future	☐73-1	☐2	☐3	☐4
We should not be building electricity generating facilities in British Columbia just so we can export power to the U.S. because this amounts to causing environmental damage in British Columbia just so we can sell electricity to the U.S.	☐74-1	☐2	☐3	☐4
There is a danger that once we start exporting electricity to the United States, B.C. will never be able to stop exporting this electricity even if British Columbia needs it to meet electricity demand in the province	☐75-1	☐2	☐3	☐4

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SECTION SEVEN

Now on a slightly different topic.

1a) In general, how satisfied would you say you are with the quality of the environment in British Columbia today? Would you say you are ...

Very satisfied	☐ 60-1
Somewhat satisfied	☐ 2
Somewhat dissatisfied	☐ 3
Very dissatisfied	☐ 4

1b) During the past five years, has the environment in British Columbia gotten better, worse, or remained the same?

Better	☐ 61-1
Remained the same	☐ 2
Worse	☐ 3

2. In general, how satisfied would you say you are with B.C. Hydro's actions to protect the environment? Are you...

Very satisfied	☐ 62-1
Somewhat satisfied	☐ 2
Neither satisfied nor dissatisfied	☐ 3
Somewhat dissatisfied	☐ 4
Very dissatisfied	☐ 5

3. What kind of environmental problems or issues are you concerned about with respect to B.C. Hydro's activities or operations? *(DO NOT READ LIST). (PROBE FULLY) (CHECK AS MANY AS MENTIONED).*

Water pollution	☐ 63-1
Acid rain	☐ 64-1
Air pollution	☐ 65-1
Use/control of toxic chemicals/PCB's	☐ 66-1
Use of herbicides to control vegetation	☐ 67-1
Disposal of chemicals/PCB's	☐ 68-1
Transportation of hazardous wastes	☐ 69-1
Transmission/power lines	☐ 70-1
Health effects of transmission lines	☐ 71-1
Impact of transmission lines on agricultural land	☐ 72-1
Dams destroying wildlife/trees	☐ 73-1
Flooding of agricultural land	☐ 74-1
Problems with water levels	☐ 75-1
Flooding of land and effects on fish habitat	☐ 76-1
Flooding of land and effects on forestry	☐ 77-1
Flooding of land and effects on recreational areas	☐ 78-1
Other *(SPECIFY)* _____	☐ 79-1
None	☐ 80-1

*8-9

* CARD 4

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4a) Have you ever heard of a program sponsored by B.C. Hydro called "Power Smart"?

Yes ☐ 10-1
No ☐ 2 SKIP TO Q.5

4b) IF "YES" IN Q4a), ASK ...
Do you think of "Power Smart" as an environmental program?

Yes ☐ 11-1

No ☐ 2

Don't know/ Not aware of/ familiar with Power Smart program ☐ 3

READ Q. 5. TO RESPONDENT THEN HAND QUESTIONNAIRE TO RESPONDENT TO COMPLETE. THEN TAKE BACK QUESTIONNAIRE AND CHECK FOR PROPER COMPLETION.

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5. Overall, how well do you think B.C. Hydro handles the effects of its operations on the environment. Here is a list of some of the areas which Hydro operations may affect the environment. Please put a "one" beside the area which you believe Hydro handles best, a "two" next to the area Hydro handles next best, and so on until you have ranked all six areas.

	RANK *(Please use each rank number only once)*
The environmental impact of operating water powered or hydro electric dams	_____
The use of herbicides to control vegetation around power lines	_____
The transportation, storage and disposal of hazardous materials	_____
Health effects of living near transmission lines	_____
The impact of Hydro installations on fish and wildlife habitat	_____
The impact of constructed hydroelectric dams on existing and future recreational areas	_____ (17)

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6. What kind of conduct do you expect from B.C. Hydro when it comes to environmental issues? Do you expect B.C. Hydro to ...

(PLEASE CHECK ONE ONLY)

Play a leadership role and set an example for others to follow in its approach to the environment ☐ 18-1

Or, Comply with existing regulations to protect the environment, but not necessarily play a leadership role ☐ 2

7a) How much more, if anything, would you be prepared to pay in your Hydro bill in order to allow Hydro to reduce the impact on the environment of existing dams and power stations which generate electricity. That is, what percent increase?

_____% 19-21
(DO NOT READ) Nothing/ 0% ☐ 22-1

7b) And how much more in terms of dollars per month?

_____$ 23-25
(DO NOT READ) Nothing/ 0$ ☐ 26-1

8a) As you may know, every wire that carries electricity produces an electric and magnetic field which surrounds the wire. This includes the cord on your toaster and refrigerator as well as large scale power lines which carry electricity from one town or city to another.

Have you heard or read anything, in the past year, about the possible health or environmental effects of electric and magnetic fields?

Yes, have heard or read something ☐ 27-1
No, have not heard or read anything ☐ 2

8b) How familiar would you say you are with the various arguments which have been made concerning these effects? Would you say you are very familiar, somewhat familiar, not very familiar or not familiar at all?

Very familiar ☐ 28-1
Somewhat familiar ☐ 2
Not very familiar ☐ 3
Not familiar at all ☐ 4

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9. Think for a moment about high power or high voltage transmission lines which carry electricity from one town or city to another as well as the smaller lines which carry electricity into your home or building. What, if any, negative effects do you associate with these power lines? *(PROBE FOR CLEAR ANSWER ONLY. DO NOT PROBE FOR ADDITIONAL ANSWERS.)*

_____ 29-30
31-32
_____
33-34
_____ 35-36

10a) As far as you are aware, do high powered or high voltage transmission lines which carry electricity from one city to another pose any threat to people living close by?

Yes, pose a threat	☐ 37-1
No	☐ 2 GO TO Q.10c)

10b) IF "YES", ASK ...
Would you say they pose a very serious threat to people living close by, a somewhat serious threat, not too serious a threat or no threat at all?

Very serious threat	☐ 38-1
Somewhat serious	☐ 2
Not too serious	☐ 3
No threat at all	☐ 4

10c) As far as you are aware, do the smaller power lines which bring electricity into your home or building pose any threat to your personal health?

Yes, pose a threat	☐ 39-1
No	☐ 2 GO TO Q.10e)

10d) IF "YES", ASK ...
Would you say they pose a very serious threat to your personal health, a somewhat serious threat, not too serious a threat or no threat at all?

Very serious threat	☐ 40-1
Somewhat serious	☐ 2
Not too serious	☐ 3
No threat at all	☐ 4

10e) As far as you are aware, do the cords and wires in your household appliances pose any threat to your personal health?

Yes, pose a threat	☐ 41-1
No	☐ 2 GO TO Q.11

10f) IF "YES", ASK ...
Would you say they pose a very serious threat to your personal health, a somewhat serious threat, not too serious a threat or no threat at all?

Very serious threat	☐ 42-1
Somewhat serious	☐ 2
Not too serious	☐ 3
No threat at all	☐ 4

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11. Now on a slightly different matter. In your opinion, should property owners with trees on their property be held financially responsible for power outages caused by branches falling off their trees?

Yes ☐ 43-1
No ☐ 2

ASK LOWER MAINLAND SAMPLE ONLY Q.12a), Q.12b), and Q.12c)

12a) Do you know that B.C. Hydro operates a natural gas electricity generating station at Port Moody in Vancouver?

Yes, aware ☐ 44-1
No, not aware ☐ 2 **GO TO SECTION EIGHT**

12b) *IF YES, ASK ...*
Are you aware of any environmental problems associated with this generating station?

Yes, aware ☐ 45-1
No, not aware ☐ 2 **GO TO SECTION EIGHT**

12c) *IF YES, ASK ...*
What are these environmental problems?

_____ 46-47
48-49
_____ 50-51
52-53
_____

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SECTION EIGHT

1. Are you aware of efforts by B.C. Hydro encouraging you to use electricity more wisely in your home?

Yes	☐ 54-1 **ASK Q.2**
No	☐ 2 **SKIP TO NEXT SECTION**

IF "YES", ASK...

2. Why do you think B.C. Hydro is encouraging people to conserve electricity? *(DO NOT READ LIST.)*

Hydro wants to delay the time when it has to build a new dam	☐ 55-1
Hydro is worried about running out of electricity	☐ 56-1
Hydro is trying to help improve the environment	☐ 57-1
Hydro is trying to help its customers save money by reducing their bill	☐ 58-1
Hydro is trying to stop people from wasting electricity	☐ 59-1
Hydro does not want to borrow the money required to build a new dam	☐ 60-1
Hydro is trying to avoid building new transmission lines	☐ 61-1
Hydro wants to improve its image	☐ 62-1
Hydro wants us to use less electricity so it will have more to export	☐ 63-1
Other *(Specify)*	☐ 64-1

_____ 65-66

_____ 67-68

_____ 69-70

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SECTION NINE

Now on a different subject.

1. Are you aware B.C. Hydro provides information to the public about its operations, services and programs?

   Yes ☐ 71-1 No ☐ 2

2. Would you like to receive information from B.C. Hydro about the company or any aspect of its operation or service?

   Yes ☐ 72-1 No ☐ 2 **SKIP TO BASIC DATA**

3. IF "YES", ASK...
   On what topics would you like to receive information? *(DO NOT READ LIST. CHECK ALL MENTIONS.)*

Rates	☐ 73-1
Environmental protection policies/programs	☐ 74-1
Conservation of electricity/conservation tips	☐ 75-1
Energy efficiency/ways to use electricity more efficiently	☐ 76-1
Operational efficiency	☐ 77-1
Acid rain	☐ 78-1
Future plans/forecasting	☐ 79-1
Public involvement/opportunities for public involvement	☐ 80-1
Future energy sources/options	☐ *8-1
Research and development	☐ 9-1
Exporting of electricity	☐ 10-1
Safety related information	☐ 11-1
Billing procedures information	☐ 12-1
Information about procedures to follow or who to contact at B.C. Hydro when problems arise	☐ 13-1
Other (specify) _____	☐ 14-1
_____	

*** RECORD 5**

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BASIC DATA

Now in order to classify and interpret the data of this survey, we need some basic information about you. It is for statistical purposes only.

A. In which of the following age categories do you belong?

18 - 24	☐ 15-1	45 - 49	☐ 6
25 - 29	☐ 2	50 - 54	☐ 7
30 - 34	☐ 3	55 - 59	☐ 8
35 - 39	☐ 4	60 - 64	☐ 9
40 - 44	☐ 5	65 or older	☐ 0

B. Including yourself, how many people are there in your household?

One	☐ 16-1	Four	☐ 4
Two	☐ 2	Five	☐ 5
Three	☐ 3	Six or more	☐ 6

C. Are you...

Married	☐ 17-1
Never married	☐ 2
Widowed	☐ 3 Check to see how many people in household in B.
Divorced	☐ 4 If more than one ask...
Separated	☐ 5

and are you

living at home with parents	☐ 18-1
living with another adult(s) of the same sex	☐ 2
living with another adult(s) of the opposite sex	☐ 3
living with other adults of both sexes	☐ 4

D. In which of the following education categories do you belong?

Some/completed elementary school	☐ 19-1
Some/completed high school	☐ 2
Some/completed technical school	☐ 3
Some/completed community college	☐ 4
Some/completed university	☐ 5
Some/completed graduate school	☐ 6

E. Do you or does anyone in your household belong to a union?

Yes ☐ 20-1 No ☐ 2

Fi) Do you live in ...

An apartment	☐ 21-1
A townhouse	☐ 2
A duplex or triplex	☐ 3
A highrise condominium	☐ 4
A detached house	☐ 5

Fii) Approximately how many years old is your home? _____ years 22-23

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Gi) Do you rent or own your place of residence?

Rent	☐ 24-1
Own	☐ 2 SKIP TO Q. Giii)
Other _____ (specify)	☐ 3

Gii) IF RENT OR OTHER ASK, Do you pay your own electricity bills or is your electricity included in your rent?

Pay own electricity bills	☐ 25-1 ANSWER Q.Giii)
Electricity is included in rent	☐ 2 SKIP TO Q. H

Giii) About how much is your current monthly bill for electricity?

$ _____ per month *(WRITE IN DOLLAR AMOUNT)* (26-30)

ASK EVERYONE ...

H. What is the main type of fuel used at present to heat your home?

Natural gas	☐ 31-1
Electricity	☐ 2
Oil	☐ 3
Other (specify)	☐ 4

Ii) Which of the following best fits your major activity during the last month?

Working full time (30 hours or more a week) at one job	☐ 32-1	GO TO Q.iii)
Working part time (less than 30 hours a week)	☐ 2	
Unemployed/looking for work/laid off	☐ 3	
Student/attending school	☐ 4	
Housewife /not in work force by choice	☐ 5	GO TO Q.iiii)
Retired	☐ 6	
Disabled/handicapped	☐ 7	
Other (specify) _____	☐ 8	

Iii) What is your occupation?

_____ (33-34)
(specify)

ASK EVERYONE ...

Iiii) Do you own or operate your own business?

Yes ☐ 35-1 No ☐ 2

Iiv) IF MALE HOUSEHOLD HEAD, ASK...
Does the female head of your household work...

	Yes	No
Full-time	☐ 36-1	☐
Part-time	☐ 2	☐
No female household head	☐ 3	☐

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ASK EVERYONE ...

J. How long have you been living in British Columbia?

Less than 1 year	☐ 37-1
1 to 5 years	☐ 2
6 to 10 years	☐ 3
More than 10 years	☐ 4

K. In which of the following classifications does your total household income fall before taxes.

	38-39				
Under $10,000	☐ 01	$30,000 - $34,999	☐ 06	$55,000 - $59,999	☐ 11
$10,000 - $14,999	☐ 02	$35,000 - $39,999	☐ 07	$60,000 - $64,999	☐ 12
$15,000 - $19,999	☐ 03	$40,000 - $44,999	☐ 08	$65,000 - $69,999	☐ 13
$20,000 - $24,999	☐ 04	$45,000 - $49,999	☐ 09	$70,000 or more	☐ 14
$25,000 - $29,999	☐ 05	$50,000 - $54,999	☐ 10		

L. Do you live in...

The country	☐ 40-1
A town of under 50,000 population	☐ 2
A town of 50,000 to 100,000 population	☐ 3
A city of 100,000 population or more	☐ 4

INTERVIEW FINISH TIME _____

RESPONDENT'S NAME _____

RESPONDENT'S ADDRESS _____

CITY _____

POSTAL CODE _____

TELEPHONE NUMBER _____

INTERVIEWER'S NAME _____

DATE OF INTERVIEW _____

INTERVIEWER: READ AND SIGN

I hereby certify that this interview was conducted according to the questionnaire and instruction for this project. I also certify that the answers are as given to me by this respondent. I also acknowledge that a portion of my work will be verified by head office with the respondent.

SIGNATURE _____

FOR OFFICE USE ONLY

CODED BY _____

CHECKED BY _____

VERIFIED BY _____

KEYPUNCHED BY _____

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